



FOR OUR WORLD

PARTNERS IN CONSERVATION



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ICCF's Partners in Conservation network is unsurpassed in its scope of projects and capacity to promote conservation and sustainable resource utilization around the globe.



2014 PARTNERS IN CONSERVATION: IT'S ABOUT PEOPLE



The tsunami of December 26, 2004, was one of the most destructive natural disasters in recent history, killing some 230,000 people and causing more than \$15 billion in damage in India, Indonesia, Sri Lanka, and Thailand. Studies following the devastation showed that areas with intact coastal forests were strikingly less damaged than areas without trees, and that the destruction of coastal forests which had been converted to shrimp farms had led to substantial preventable damage.

The following year, the U.S. coastal states' own experience with Hurricane Katrina underscored the lesson that the conservation of vital ecosystems is essential to economic growth, social stability, and sustaining human welfare.

The links between healthy natural systems and our own well-being extend beyond protection from natural hazards. The vast majority of medicines are derived from wild plant and animal species. It is estimated that more than one-half of all medicines developed today are based on natural sources like rainforest plants and marine sponges. Most of the global population relies on medicines derived from nature, and one-third of all prescription drugs contain an active ingredient discovered in wild plant or animal genetic code.

Unmeasured changes to ecosystems can shake the balance between disease carriers like mosquitoes and ticks and the natural systems that keep them in check. As much as a quarter of global disease, and 13 million deaths a year, is due to preventable environmental causes. The outbreaks of malaria, Lyme disease, the Hendra virus, and babesiosis have all been tied to unsustainable modifications to natural systems.

As our understanding of nature's value deepens, communities and businesses are finding that it costs far less to make high-priority conservation investments than to suffer the costs of losing these vital ecosystem services. Green infrastructure - the natural systems of forests and wetlands, coral reefs, fisheries, and other ecosystems that

We are in the midst of a conservation revolution that is changing the way governments, communities, and businesses protect natural capital and promote economic growth.

purify our air and water, protect our coastlines, produce food and provide other vital functions - often costs less to build and maintain than traditional man-made gray infrastructure. For example, New York City, which draws 90% of its water from the Catskill Mountain watershed,

saved more than \$5 billion by restoring and conserving the wetlands and forests around the watershed instead of building a traditional water filtration plant.



The loss of ecosystem services can also exacerbate pressures caused by migration, social and political tension, or ethnic rivalries, and can lead to unrest and violence. Over the past 60 years, 40 to 60 percent of conflicts have had links to resource scarcity, and the same link doubles the risk of a conflict relapse within five years of settlement. Military and humanitarian responses, while important, often only address the surface of the issue; for the developing world, securing the natural resource bases of local economies is necessary to ameliorate drivers of conflict and prevent the need for costly military and humanitarian responses. The United States and its allies therefore have a responsibility to share their resource management experience and expertise with developing countries, strengthening their conservation institutions and helping to ensure the sustainable development of their economies.

We are in the midst of a conservation revolution that is changing the way governments, communities, and businesses think about natural wealth (i.e., natural resource wealth management™). As the global population steadily climbs and global demand for food, water, and energy are set to double by 2050, there is widespread public support for initiatives to prevent resource stress. Programs that seek to conserve natural resources are increasingly recognized as sound investments, rather than simply philanthropy.

The only sustainable conservation programs, many now argue, are ones that align with people’s well-being and material needs.

The private sector is a vital partner of governments in achieving balanced growth that cultivates healthy ecosystems.

A growing number of NGOs and government agencies are focusing on conservation projects that deliver the most economic and social benefit to people and communities. This transition has helped capture tremendous public interest and support for conservation and shed the perception that environmental initiatives are necessarily nature-versus-people or nature-versus-development. The future of the conservation movement lies in embracing a theme of protecting nature for people, not from people.

The private sector is a vital partner of governments in cultivating healthy ecosystems to ensure the sustainability of economies and safeguard human well-being. To this end, ICCF brings together leaders at the highest levels of government, business, and the NGO community so the public and private sectors can share information and better leverage one another’s efforts to address threats to our natural security. Our Partners in Conservation collaboration consists of more than 50 NGOs and businesses working together to address key matters of international conservation. This portfolio showcases projects of each of our partners that promote conservation as a means of bettering the lives of people around the world.

2014 PARTNERS IN CONSERVATION: CONSCORPS



The International Conservation Corps (ConsCorps) is ICCF's program that provides nations with top-level conservation expertise, delivered in the most effective and cost-efficient manner. ConsCorps leverages the conservation experience and best practices developed by the United States to build capacity in developing nations to ensure sound management of their natural resources.

As decision makers grapple with unsparing budget cuts that can seriously impair the United States' efforts to promote stability and prosperity, our nation's leaders realize they must embrace innovative ideas to achieve national ends with limited resources. The U.S.'s 21st-century foreign aid strategy will have to do more while spending less, requiring American agencies to leverage allies, enable international partners, and coordinate with private sector leaders. Through its International Conservation Corps (ConsCorps) program, ICCF delivers top-level resource management expertise to developing nations in the most effective and cost-efficient manner, strengthening them to take more active roles in addressing the biggest natural resource challenges of the 21st century.

ConsCorps is the premier example of Americans volunteering abroad to transfer the knowledge, experience, and best practices needed by partner nations to address host-country priority conservation needs.

By drawing upon the wealth of retired conservation professionals and the expertise of U.S. conservation agencies such as the U.S. Fish and Wildlife Service, U.S. Forest Service, and U.S. National Park Service, as well as ICCF's corporate and NGO partners, ConsCorps creates opportunities for the United States to streamline its foreign aid and secure mutual interests in international development in partner nations highly dependent on natural resources for livelihoods, food, fuel, and water. ConsCorps leverages the strength of America's and

PHOTOS TOP: Officials from Saint Vincent and the Grenadines with ConsCorps veterans examine the threatened Cumberland Forest Reserve. // View of the proposed marine park which will be the gateway to Kingstown, the capital city of Saint Vincent and the Grenadines. // Retirees from the U.S. National Parks Service, U.S. Forest Service, and the provincial park system in British Columbia, Canada.



PARTNERS:

- U.S. Bureau of Land Management
- U.S. Fish and Wildlife Service
- U.S. Fish and Wildlife Service Retirees Association
- U.S. Forest Service
- U.S. Geological Survey Patuxent Center
- The Elders Council for Parks
- Global Parks
- National Association of Forest Services Retirees
- U.S. National Park Service
- Public Lands Foundation

WEBSITE

www.conservationcorps.us

its allies' immense knowledge and experience in protected areas and natural resource management to strengthen capacity in local institutions to better steward natural wealth and lay the foundations of sustainable prosperity.

ConsCorps has already begun a first round of projects to share the best practices and advances in techniques the U.S. has gained over the past 100 years through natural resource management agencies.

In the Bahamas, two three-person ConsCorps teams of U.S. National Park Service, U.S. Forest Service, and Parks Canada and BC Parks veterans have laid the groundwork for the expansion and enhancement of the Caribbean nation's national parks system. After performing an assessment of the current state of the Bahaman protected areas system, ConsCorps and Bahaman government officials established priorities for terrestrial and marine national parks. Based on those priorities, management plans were prepared for two national parks on New Providence Island, and park proposals were prepared for three marine areas surrounding Grand Bahama Island. It is expected that not only will the implementation of these plans and proposals help conserve the Bahamas natural and cultural resources and provide recreation opportunities for both locals and international visitors, but also that the implementation will increase job-creating opportunities for local communities.

In Grenada and St. Vincent and the Grenadines, a three-person international team conducted a similar assessment, and ConsCorps is planning three follow-up projects, including a marine and terrestrial inventory that will guide the management of these resources, gain support from local communities, and provide a foundation for sustainable livelihoods.

One of the significant outcomes will be a showcase national marine park on the doorstep of the capital city of Kingstown. This proposal will provide marine recreation opportunities for the capital, protect the reef system of Indian Bay, preserve the cultural values at Fort Duvernette, support the many tourism facilities, and define the anchorage at Blue Lagoon for visiting yachts.

2014 PARTNERS IN CONSERVATION: COLLABORATING WITH POLICYMAKERS



PHOTO TOP: On November 15th, Rep. Ed Royce (R-CA) and Sen. Sheldon Whitehouse (D-RI), co-chairs of the International Conservation Caucus, held a bipartisan, bicameral caucus hearing to address the global poaching crisis. *Photo Credit: Marcy Mendelson / Cheetah-Watch.com © 2012*

ICCF acts as secretariat to conservation caucuses in the U.S. Congress and international parliaments, directly supporting caucus members with non-partisan, well-researched, and timely educational resources from an unmatched network of corporate and non-profit leaders.

ICCF established the caucus/foundation model in 2004, and has since helped the U.S. Congressional International Conservation Caucus grow to include 1/3 of the U.S. Congress. The caucus's inclusive nature attracts membership from across the political spectrum, and the foundation's pragmatic approach has made it a strong ally to its policymaker counterparts.

U.S. Congressional International Conservation Caucus

The U.S. Congressional International Conservation Caucus, the oldest and most developed conservation caucus in the world, benefits from the wealth of knowledge gained by U.S. conservation agencies such as the U.S. Fish and Wildlife Service and U.S. National Park Service over the past 100 years, as well as ICCF's corporate and NGO partners. The American caucus continues to be inspired by the belief that the U.S. has the opportunity, the obligation, and the interests to advance the conservation of natural resources for this and future generations. Its ambitious agenda includes driving an American response to the poaching and wildlife trafficking crisis that threatens to wipe out cornerstone species populations across Africa, undermine local economies and stability, and provide financial lifelines to terrorist networks. The push from caucus leadership gained significant momentum with President Obama's executive order to enhance our nation's commitment to anti-poaching and wildlife trafficking efforts.

"America benefits from a more stable world. Laying the framework for a comprehensive resource management strategy among nations... allows for better coordination in the resource-based international economy without further indebting our nation during these fiscally challenging times."

Rep. Jeff Fortenberry (R-NE)

"In addition to the importance of maintaining biodiversity and healthy ecosystems, the protection and sound management of natural resources around the world is vital to our national security and the stability of other nations."

*Sen. Tom Udall (D-NM),
Founding ICC Co-Chairman*

UNITED STATES SENATE INTERNATIONAL CONSERVATION CAUCUS

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Sen. Richard Burr (R-NC)
Sen. Rob Portman (R-OH)
Sen. Tom Udall (D-NM)
Sen. Sheldon Whitehouse (D-RI)

Former Co-Chairs

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Sen. Dick Durbin (D-IL)
Sen. Olympia Snowe (R-ME)

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Sen. Saxby Chambliss (R-GA)
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Sen. Kirsten Gillibrand (D-NY)
Sen. Lindsey Graham (R-SC)
Sen. Kay Hagan (D-NC)
Sen. James Inhofe (R-OK)
Sen. Mike Johanns (R-NE)
Sen. Mark Kirk (R-IL)
Sen. Ed Markey (D-MA)
Sen. John McCain (R-AZ)
Sen. Robert Menendez (D-NJ)
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Sen. Jon Tester (D-MT)
Sen. John Thune (R-SD)
Sen. Mark Udall (D-CO)
Sen. Roger Wicker (R-MS)
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Rep. Sanford Bishop (D-GA)
Rep. Marsha Blackburn (R-TN)
Rep. Earl Blumenauer (D-OR)
Rep. Jo Bonner (R-AL)
Rep. Madeleine Bordallo (D-GU)
Rep. Kevin Brady (R-TX)
Rep. Vern Buchanan (R-FL)
Rep. G.K. Butterfield (D-NC)
Rep. Ken Calvert (R-CA)
Rep. Dave Camp (R-MI)
Rep. Lois Capps (D-CA)
Rep. André Carson (D-IN)
Rep. John Carter (R-TX)
Rep. Bill Cassidy (R-LA)
Rep. Donna Christian-Christensen (D-VI)
Rep. David Cicilline (D-RI)
Rep. Wm. Lacy Clay (D-MO)
Rep. James Clyburn (D-SC)
Rep. Howard Coble (R-NC)
Rep. Mike Coffman (R-CO)
Rep. Steve Cohen (D-TN)
Rep. Mike Conaway (R-TX)
Rep. John Conyers (D-MI)
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Rep. Peter DeFazio (D-OR)
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Rep. Louie Gohmert (R-TX)
Rep. Bob Goodlatte (R-VA)
Rep. Kay Granger (R-TX)
Rep. Michael Grimm (R-NY)
Rep. Luis Guterrez (D-IL)
Rep. Ralph Hall (R-TX)
Rep. Richard Hanna (R-NY)
Rep. Alcee Hastings (D-FL)
Rep. Rush Holt (D-NJ)
Rep. Sam Johnson (R-TX)
Rep. Mike Kelly (R-PA)
Rep. Ron Kind (D-WI)
Rep. Jack Kingston (R-GA)
Rep. Adam Kinzinger (R-IL)
Rep. Doug Lamborn (R-CO)
Rep. John Larson (D-CT)
Rep. Barbara Lee (D-CA)
Rep. Sheila Jackson Lee (D-TX)
Rep. John Lewis (D-GA)

Rep. Dan Lipinski (D-IL)
Rep. Nita Lowey (D-NY)
Rep. Cynthia Lummis (R-WY)
Rep. Carolyn B. Maloney (D-NY)
Rep. Carolyn McCarthy (D-NY)
Rep. Michael McCaul (R-TX)
Rep. Thaddeus McCotter (R-MI)
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Rep. Mike McIntyre (D-NC)
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Rep. Luke Messer (R-IN)
Rep. Michael Michaud (D-ME)
Rep. Candice Miller (R-MI)
Rep. George Miller (D-CA)
Rep. Jeff Miller (R-FL)
Rep. Grace Napolitano (D-CA)
Rep. Alan Nunnelee (R-MS)
Rep. Bill Owens (D-NY)
Rep. Pedro Pierluisi (D-PR)
Rep. Bill Posey (R-FL)
Rep. Frank Pallone (D-NJ)
Rep. Ed Pastor (D-AZ)
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Rep. Trey Radel (R-FL)
Rep. Nick Rahall (D-WV)
Rep. Charles B. Rangel (D-NY)
Rep. Phil Roe (R-TN)
Rep. Hal Rogers (R-KY)
Rep. Dana Rohrabacher (R-CA)
Rep. Ileana Ros-Lehtinen (R-FL)
Rep. Dennis Ross (R-FL)
Rep. Jon Runyan (R-NJ)
Rep. Paul D. Ryan (R-WI)
Rep. Tim Ryan (D-OH)
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Rep. Matt Salmon (R-AZ)
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Rep. Loretta Sanchez (D-CA)
Rep. John Sarbanes (D-MD)
Rep. Allyson Schwartz (D-PA)
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Rep. José Serrano (D-NY)
Rep. Bill Shuster (R-PA)
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Rep. Christopher Smith (R-NJ)
Rep. Fred Upton (R-MI)
Rep. Chris Van Hollen (D-MD)
Rep. Melvin Watt (D-NC)
Rep. Henry Waxman (D-CA)
Rep. Joe Wilson (R-SC)
Rep. Robert J. Wittman (R-VA)
Rep. Frank R. Wolf (R-VA)
Rep. Steve Womack (R-AZ)
Rep. C.W. Bill Young (R-FL)
Rep. Don Young (R-AK)
Fr. Patrick Conroy (Chaplain)

2014 PARTNERS IN CONSERVATION: COLLABORATING WITH POLICYMAKERS



The Oceans Caucus in the United States Senate and House of Representatives

ICCF has institutionalized its focus on the essential nature of oceans resource conservation to American national and economic security in the Oceans Caucus Foundation (OCF). The purpose of this program, which is an extension of ICCF, is to galvanize Members of Congress around maritime conservation.

OCF has cultivated membership in the House and Senate Oceans Caucuses much the same way ICCF has done with the U.S. Congressional International Conservation Caucus: by focusing recruitment on key Members who will attract engagement from a broad array of their colleagues, and by ensuring the caucuses quickly become bipartisan in their membership and stay that way.

OCF's brain trust of corporate and NGO partners is pursuing an educational agenda focused on the risks posed to U.S. and international interests by illegal, unregulated, and unreported fishing.

Beyond the task of bridging partisan divides on ocean resource management, OCF's brain trust of corporate and NGO partners is pursuing an educational agenda focused on the risks posed to U.S. and international interests by illegal, unregulated, and unreported fishing. Working with the leadership of the Oceans Caucus in both Congressional houses, OCF is engaged in a sustained campaign to educate Members of Congress and their staffs about the benefits of a national traceability system and international leadership to curb IUU fishing that threatens the livelihoods of American fishermen and public health.

PHOTO TOP: OCF is working to enhance policymaker understanding of the threat domestic seafood fraud poses to consumers, responsible fishermen, and seafood businesses throughout the supply chain, and the opportunity that nationwide traceability provides to protect law-abiding American fishermen, help keep illegally-caught fish out of our market, and protect consumer health and safety. © Cornelia Pithart - Fotolia.com



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Sen. Lisa Murkowski (R-AK)

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Sen. Roger Wicker (R-MI)

Caucus Members

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Sen. Michael Bennett (D-CO)
Sen. Richard Blumenthal (D-CT)
Sen. Barbara Boxer (D-CA)
Sen. Maria Cantwell (D-WA)
Sen. Benjamin Cardin (D-MD)
Sen. Tom Carper (D-DE)
Sen. Saxby Chambliss (R-GA)
Sen. Christopher Coons (D-DE)
Sen. Lindsey Graham (R-SC)
Sen. Mary Landrieu (D-LA)
Sen. Jeff Merkley (D-OR)
Sen. Lisa Murkowski (R-AK)
Sen. Chris Murphy (D-CT)
Sen. Patty Murray (D-WA)
Sen. Jack Reed (D-RI)
Sen. Sheldon Whitehouse (D-RI)
Sen. Roger Wicker (R-MS)
Sen. Ron Wyden (D-OR)

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Caucus Members

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Rep. Marsha Blackburn (R-TN)
Rep. Earl Blumenauer (D-OR)
Rep. Jo Bonner (R-AL)
Rep. Madeleine Bordallo (D-GU)
Rep. Vern Buchanan (R-FL)
Rep. Ken Calvert (R-CA)
Rep. Lois Capps (D-CA)
Rep. John Carter (R-TX)
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Rep. Donna Christian-Christensen (D-VI)
Rep. Howard Coble (R-NC)
Rep. Steve Cohen (D-TN)
Rep. Mike Conaway (R-TX)
Rep. Ander Crenshaw (R-FL)
Rep. Susan Davis (D-CA)
Rep. Ted Deutch (D-FL)
Rep. Lloyd Doggett (D-CA)
Rep. Anna Eshoo (D-CA)
Rep. Eni F.H. Faleomavaega (D-AS)
Rep. Jeff Fortenberry (R-NE)
Rep. Phil Gingrey (R-GA)
Rep. Gene Green (D-TX)
Rep. Colleen Hanabusa (D-HI)
Rep. Duncan D. Hunter (R-CA)

Rep. Walter B. Jones (R-NC)
Rep. Jack Kingston (R-GA)
Rep. James Langevin (D-RI)
Rep. Barbara Lee (D-CA)
Rep. Jerry Lewis (R-CA)
Rep. Frank LoBiondo (R-NJ)
Rep. David Loebsack (D-IA)
Rep. Carolyn McCarthy (D-NY)
Rep. James McGovern (D-MA)
Rep. Mike McIntyre (D-NC)
Rep. Michael Michaud (D-ME)
Rep. George Miller (D-CA)
Rep. Frank Pallone (D-NJ)
Rep. Nancy Pelosi (D-CA)
Rep. Chellie Pingree (D-ME)
Rep. Jared Polis (D-CO)
Rep. David Price (D-NC)
Rep. Nick Rahall (D-WV)
Rep. Dana Rohrabacher (R-CA)
Rep. Ileana Ros-Lehtinen (R-FL)
Rep. Ed Royce (R-CA)
Rep. John Runyan (R-NJ)
Rep. Dutch Ruppersberger (D-MD)
Rep. Gregorio Sablan (D-MP)
Rep. Loretta Sanchez (D-CA)
Rep. Jose Serrano (D-NY)
Rep. Christopher Smith (R-NJ)
Rep. Jackie Speier (D-CA)
Rep. Mike Thompson (D-CA)
Rep. Henry A. Waxman (D-CA)
Rep. Joe Wilson (R-SC)
Rep. Rob Wittman (R-VA)
Rep. Frank Wolf (R-VA)
Rep. Lynn Woolsey (D-CA)
Rep. Bill Young (R-FL)



2014 PARTNERS IN CONSERVATION: COLLABORATING WITH POLICYMAKERS



PHOTO TOP: Members of the Parliamentary Conservation Caucus - Kenya Chapter at the first ICCF Kenya Member Briefing in October 2012. From left to right: Hon. Benjamin Jomo Washiali (standing); Hon. Benson Itwiku Mbai; Hon. David Koech, founder of the PCC-K; Hon. Silas Ruteere; and Hon. Wilbur Ottichilo.



Scaling Our Model To Meet the Global Challenge

In 2013, ICCF replicated its successful model of caucus-based educational support in Latin America and Africa. These regional centers act as secretariats to active caucuses in Colombia and Kenya while coordinating information and resources with neighboring nations' parliaments.

Parliamentary Conservation Caucus - Kenya Chapter

ICCF Kenya is collaborating with the leadership of the multiparty Parliamentary Conservation Caucus - Kenya Chapter to implement innovative solutions for the natural resource challenges facing East Africa, and Kenya specifically, including the global poaching crisis, which is threatening critically endangered species as well as local, regional, and international security, economic development, human health, and livelihoods.

After years of facilitating dialogue between American and African leaders to develop coordinated approaches to conservation challenges, ICCF is now actively cultivating and mobilizing core groups of Africa's conservation-minded parliamentarians who can spur legislative change. Ultimately, ICCF's headquarters in Kenya will create new channels for dialogue and resources that include caucus members in Namibia, Tanzania, and Zambia, so their coordinated efforts ensure that East Africa's future generations inherit the usefulness of its unique natural capital.

ICCF Kenya is a collaboration of leaders in Kenya at the highest levels of government, business, and the NGO community working together to sustainably develop East Africa's natural wealth and create the kind of jobs that will ensure continued prosperity and stability for its citizens.

Parliamentary Conservation Caucus – Kenya Chapter

PARLIAMENTARY CONSERVATION CAUCUS – KENYA CHAPTER

Members

Hon. Dr. Yusuf Hassan Abdi
(TNA – Kamukunji)

Hon. Benjamin Jomo Washiali
(UDFP – Mumias East)

Hon. Hellen Jepkemoi Sambili
(KANU – Mogtoio)

Hon. Wilber Khasilwa Ottichilo
(ODM – Emuhaya)

Hon. Francis Chachu Ganya
(ODM – North Horr)

Hon. Joseph Gachoki Gitari
(TNA – Kirinyaga Central)

Hon. Joyce Cheroni Abonyo Loboso
(URP – Sotik)

Hon. Joseph Lekuton
(ODM – Laisamis)

Hon. Sunjeev Kaur Birdi
(URP – Nominated)

Hon. Tiyah Galgalo Ali
(TNA – Isiolo)

Hon. Alice Wambui Ng'ang'a
(TNA – Thika Town)

Hon. Dr. Reginalda Nakhumicha Wanyonyi
(NFK – Bungoma)

Hon. Johnson Many Naicca
(ODM – Mumias West)

Hon. Andrew Toboso Anyanga
(ODM – Butere)

Hon. Lisamula Silverse Anami
(ODM – Shinyalu)

Hon. Shakeel Shabbir A. Ahmed
(ODM – Kisumu East)

Hon. Irungu Kang'ata
(TNA – Kiharu)

Hon. Nicolas O. Gumbo
(ODM – Rarieda)

Hon. Joseph M'eruaki M'uthari
(TNA – Igembe North)

Hon. Diriye Abdullahi Mohamed
(ODM – Wajir South)

Hon. Kathuri Murungi
(TNA – South Imenti)

Hon. Francis Waweru Nderitu
(TNA – Ndaragwa)

Hon. Junet Sheikh Nuh
(ODM – Suna East)

Hon. Irshadali Mohamed Sumra
(ODM – Embakasi South)

Hon. Kenneth Odhiambo Okoth
(ODM – Kibra)

Hon. Julius Kibiwott Melly
(URP – Tinderet)

Hon. Tiras Nyingi Ngahu
(TNA – Kangema)

Hon. Joyce Akai Emanikor
(URP – Turkana)

Hon. Jacob Macharia
(TNA – Molo)

Hon. James Opiyo Wandayi
(ODM – Ugunja)

Hon. Jude L. Kangethe Njomo
(TNA – Kiambu)

Hon. Jessica Nduku Kiko Mbalu
(WDM-K – Kibwezi East)

Hon. Moses K. Lessonet
(URP – Eldama Ravine)

Hon. Aghostinho Neto Oyugi
(ODM – Ndhiwa)

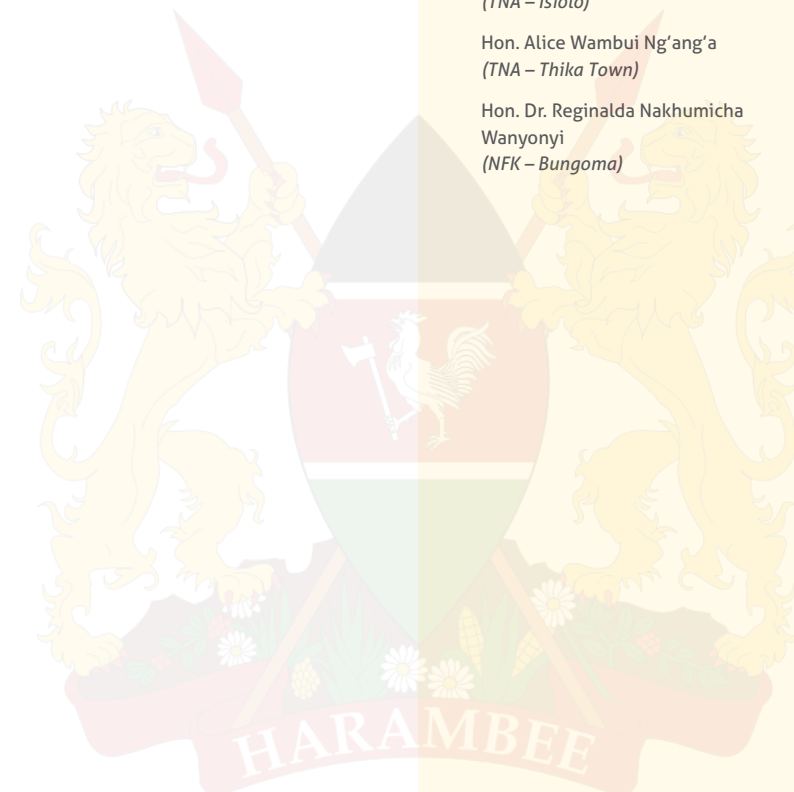
Hon. Jimmy Nuru Ondieki Angwenyi
(TNA – Kitutu Chache North)

Hon. Stephen Mutinda Mule
(WDM-K – Matungulu)

Hon. Richard Momoima Onyonka
(ODM – Kitutu Chache South)

Hon. Abdikadir Ore Ahmed
(ODM – Wajir West)

Hon. Peter N. Gitau
(TNA – Mwea)



2014 PARTNERS IN CONSERVATION: COLLABORATING WITH POLICYMAKERS



PHOTO TOP: Launch Event of ICCF Colombia in the Senate of the Republic on May 27, 2013

Colombian Conservation Caucus

After several exchanges between leaders of the U.S. International Conservation Caucus and Colombian parliamentarians with the objective of increasing cooperation on conservation challenges, ICCF seized the opportunity to foster the conception of the Colombian counterpart to the American caucus. Capitalizing on widespread public interest to develop world-class forestry and land management institutions, ICCF enlisted several senior parliamentary leaders of Colombia's Senate and House of Representatives, including the Speaker of the House Augusto Posada, the Senate Majority Leader Roy Leonardo Berraras Montealegre, the chairmen of the environmental committees in both chambers, and the chairmen of several major political factions to establish the Colombian Conservation Caucus (CCC).

The CCC's founding principles reflect a deep understanding of the intrinsic economic value generated by ecosystem services. Its leaders' enthusiasm to conserve the natural assets that underpin governance, reduce poverty, and support human health make its members attractive working partners for a broad set of businesses and NGOs.

In addition to its duties as the secretariat of the CCC, ICCF Colombia convenes regional forums under the Pacific Alliance, and works with its sister headquarters in Washington, DC and Nairobi and ICCF's global network of parliamentarians to share best practices and coordinate efforts to effectively address the world's largest natural resource challenges.

"ICCF Colombia sets the stage for all parties in the Congress to learn and exchange ideas that create a consensus on strategies for the sustainable development of natural resources with minimal environmental impact."

*The Hon. Simón Gaviria Muñoz House Representative and
CCC Co-Chair*



COLOMBIAN CONSERVATION CAUCUS

SENATE

Majority Leader, Senate (2012-2013)
Hon. Roy Leonardo Barreras Montealegre
Partido Social de Unidad Nacional

Chairman, Senate Committee on the Environment

Hon. Nora García Burgos
Partido Conservador Colombiano

Vice Chairman, Senate Committee on the Environment

Hon. Félix José Valera Ibáñez
Partido Verde

Chairman, Partido Social de Unidad Nacional

Hon. Juan Francisco Lozano Ramírez
Partido Social de Unidad Nacional

Hon. Mauricio Ernesto Ospina Gómez
Partido Social de Unidad Nacional

Hon. Antonio del Cristo Guerra de La Espriella
Partido Cambio Radical

HOUSE OF REPRESENTATIVES

Speaker of the House of Representatives (2012-2013)

Hon. Augusto Posada Sánchez
Partido Social de Unidad Nacional

Chairman, House of Representatives Committee on the Environment

Hon. Juan Diego Gómez
Partido Conservador Colombiano

Vice Chairman, House of Representatives Committee on the Environment

Hon. Alfredo Guillermo Molina Triana
Partido Social de Unidad Nacional

Chairman, Partido Liberal Colombiano

Hon. Simón Gaviria Muñoz
Partido Liberal Colombiano

Second Vice President, House of Representatives

Hon. Carlos Andrés Amaya
Partido Verde

Hon. Rosmery Martínez Rosales
Partido Cambio Radical

CONSERVATION CAUCUSES WORLDWIDE

Canada

All-Party International Conservation Caucus

Colombia

Colombian Conservation Caucus

Costa Rica

Conservation Caucus of Costa Rica

Kenya

Parliamentary Conservation Caucus - Kenya Chapter

Namibia

Namibian Conservation Parliamentary Caucus

Paraguay

Paraguayan Conservation Caucus

Russia

Environmental Policy and Nature Protection Club

Tanzania

Tanzanian Parliamentary Conservation Caucus

United Kingdom

All-Party Parliamentary Group for Biodiversity

United States of America

International Conservation Caucus

Zambia

Zambian Parliamentary Conservation Caucus

Icon Key



FOOD SECURITY

Ingenuity in farming and fishing practices is essential to feeding the expected 9 billion people that will inhabit the planet in the year 2050. Without taking a holistic view of the food economy, soil quality and marine ecosystems may be degraded and overtaxed to levels from which they cannot recover.



GLOBAL HEALTH

Biodiversity and natural services provide the support systems for all life. We depend on them to purify our air and water, make soils fertile, and provide the chemical and genetic material from which medicines are derived. The accelerating loss of ecosystem services across the world is endangering our access to these necessities for human health and welfare.



NATURAL SECURITY

Long-term stability of political and economic systems hinges on the reliable, affordable, and sustainable supply of natural resources. In the 21st century, pressures on the natural goods and services on which life depends will be the most persistent and dangerous threat to nations' security.



POVERTY ALLEVIATION

The economic costs of failing to conserve natural capital fall most heavily on the world's poorest communities, where 60-70% of the population directly rely on forests, rangelands, fresh water, and agriculture for their livelihoods and subsistence. Securing the resource bases of developing regions is key to economic growth and establishing political stability.



SUSTAINABLE ECONOMIC DEVELOPMENT

To secure and cultivate vital natural assets, development must take into account its impacts and dependence on biodiversity and ecosystem services. Sustainable economic development works with nature to improve people's living conditions.



WATER

Water scarcity affects one in three people on every continent of the globe. The situation is getting worse as needs for water rise with population growth, urbanization, and increases in household and industrial use. Lack of access to clean water is emerging as one of the most troubling challenges of our time.

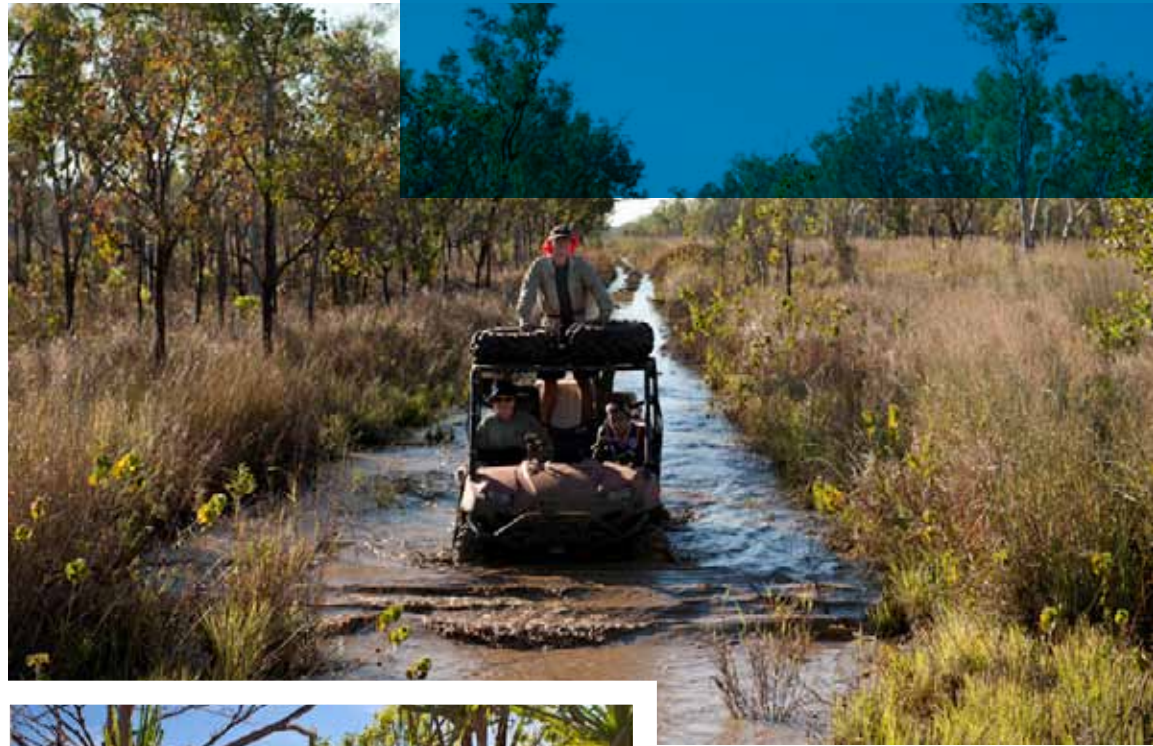
"Conservation means development as much as it does protection. I recognize the right and duty of this generation to develop and use the natural resources of our land; but I do not recognize the right to waste them, or to rob, by wasteful means, the generations that come after us."

TEDDY ROOSEVELT



3M

A Global Approach to Conservation



COUNTERCLOCKWISE FROM TOP: Conservancy staff (Geoffrey Lipsett-Moore, standing on vehicle), being driven by a member of the local indigenous land management group, follow a dirt road still flooded after a long wet season at Fish River Station in Australia. *Photo Credit © Ted Wood* // A wetland area on Fish River Station in Australia's Northern Territory. *Photo Credit © Ted Wood* // Indigenous man gathering acai in Oaipoque, Brazil. *Photo Credit Haroldo Palo, Jr.*

Over the past decade, 3M has distinguished itself as a supporter of efforts to protect and restore vital ecosystems around the world. Since 2001, the 3M Foundation has supported various projects centered upon key conservation priorities through over \$21 million in philanthropic giving.

Indigenous territories occupy 22 percent of the Brazilian Amazon and many of its best-preserved areas, but it suffers from illegal encroachment from loggers. This year, Brazil adopted its National Indigenous Territories Environmental Management Policy to strengthen indigenous peoples' control of their lands and direct millions of dollars to needed sustainable development and conservation projects. 3M provided a \$500,000 gift to The Nature Conservancy to support implementation of the Indigenous Territories Environmental Management Policy, which will help to address indigenous peoples' rights, as well as protect pristine habitat in the Brazilian Amazon.

In Northern Australia, the 3M Foundation is helping The Nature Conservancy take on conservation priorities by supporting The Nature Conservancy's purchase of the 457,000-acre Fish River Station in 2010 and has since begun working with Indigenous Rangers and other partners to remove more than 2,500 feral animals from the property, reduce wildfires, and abate more than 40,000 tons of potential greenhouse gas emissions. The Fish River fire program serves as a model for other indigenous-run conservation programs across northern Australia.

The 3M Foundation and The Nature Conservancy are also helping to launch a new program that will enable indigenous people in Australia to earn carbon credits by reducing greenhouse gas emissions on their land. Once earned, the community can then sell those credits to people and businesses wishing to offset their emissions. The carbon credits will finance ongoing conservation

3M has targeted its grant programs to foster community support of vital ecosystems, with an emphasis on ecosystem services that underwrite safety and economic security, like maintaining watershed health and reducing wildfires.

work on their lands—helping to simultaneously stop deadly wildfires, reduce greenhouse gas emissions, and provide jobs for indigenous people.

3M has also partnered with Conservation International to help restore threatened forests in the mountains of Southwest China. Much of this region, which is home to many rare species, has become one of the world's most critically threatened biodiversity hotspots. 3M donated \$4 million to support the restoration of the forests, which will provide a global benefit by helping to address greenhouse gas, water filtration, and soil erosion issues.

In North America, 3M donated \$1 million in 2011 for the Crown of the Continent, representing

two of the largest conservation acquisitions in North American history. The project knits together a 60-million-acre network of protected public lands across Montana, Idaho, Wyoming, and up into southern British Columbia.

Through a \$5.1 million grant to The Nature Conservancy, 3M also helped to preserve and restore prairie in the Tallgrass Aspen Parkland region in northwestern Minnesota. The grant also supported land acquisition and conservation efforts to connect two existing preserves in the Davis Mountains containing more than 32,000 acres of rich natural habitat in western Texas.

3M also established a new grant program in 2012 to improve science-based environmental and conservation education for youth in nature or environmental learning centers in the U.S. With a commitment of \$400,000, nine grants were awarded from Delaware to Washington with a grant range of \$30,000 - \$50,000. Many included partnerships with schools to get kids outdoors to learn about science, technology, engineering, and math including a watershed stewardship program and an immersion program at a nature center.



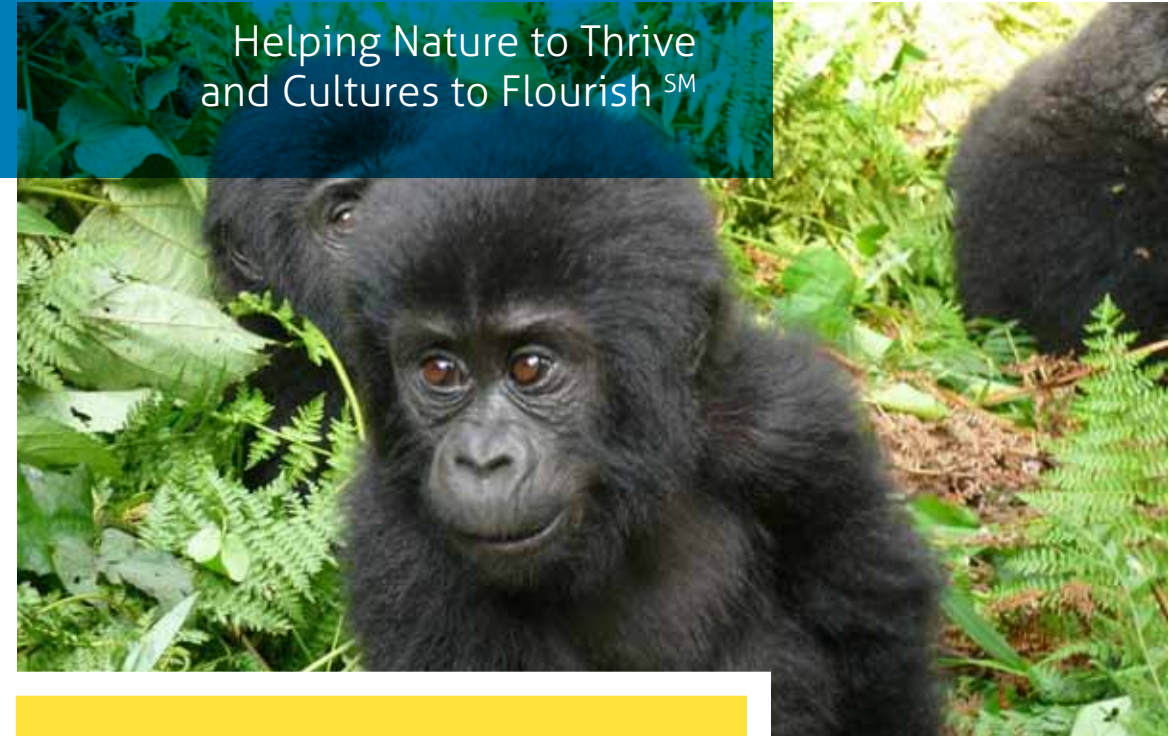
PARTNERS
The Nature Conservancy
Conservation International

WEBSITE
3M.com



ABERCROMBIE & KENT PHILANTHROPY

Helping Nature to Thrive and Cultures to Flourish SM



AKP and A&K understand that sustainable tourism and conservation programs are only durable when they harness free market forces and support fieldwork, such as at their Sanctuary Gorilla Forest Camp in Uganda, fostering growth in health, education and wildlife conservation.

COUNTERCLOCKWISE FROM TOP: Funds collected for gorilla tracking permits demonstrate firsthand how the protection of natural resources can benefit communities and add value to the marketplace. // Smiles abound as A&K Vice Chairman Jorie Butler Kent and a group of young Maasai girls plant indigenous seedlings to help reforest Kenya's Masai Mara.



Abercrombie & Kent Philanthropy (AKP) traces its beginnings to 1982. Founded and led by Jorie Butler Kent, Vice Chairman of international travel company Abercrombie & Kent, AKP has been committed to sponsoring grassroots projects dedicated to preserving natural habitats, protecting wildlife and promoting the welfare of indigenous communities throughout the world for more than thirty years. Long before it became fashionable, AKP and A&K became involved behind the scenes in conservation to protect wildlife and the environment and insure local communities have access to health care, clean water and every benefit that sustainable tourism brings.

Recognizing that conservation does not protect nature from people, but for people, AKP has pioneered a newly-evolving form of community development assistance by introducing compassionate travellers to grassroots organizations making a difference in conservation, education, communities and health.

Maximizing the Benefits People Draw from Nature

In Uganda, where 15 out of 100 children die before the age of five from malaria, malnutrition, tuberculosis or AIDS, Bwindi Community Hospital started in 2003 as a weekly clinic under a tree, to provide health care to some of the poorest people in the world, the Batwa Pygmies. Displaced when Bwindi Impenetrable Forest was designated as a reserve area to protect more than half the world's surviving mountain gorillas, the people of the surrounding region have been able to benefit from nature to live healthier, more prosperous lives and to stabilize their community.

More than \$1.5 million dollars has been contributed by guests at Sanctuary Gorilla Forest Camp to build a maternity ward, children's ward, neonatal unit, operating theatre, and nursing school, allowing the clinic to become a fully-fledged hospital serving over 40,000 patients annually. Today, thanks to support from AKP, Sanctuary Gorilla Forest Camp and our compassionate travellers, hospital staff test for HIV from a community ambulance and within minutes determine the status of a patient and provide anti-retroviral treatment if required. This and other efforts have reduced the infant mortality rate for children under the age of five by 50%.

In addition, gorilla tracking permits for guests at Sanctuary Gorilla Forest Camp contribute almost \$1 million dollars a year to the local economy, demonstrating firsthand how the protection of natural resources can benefit communities and add value to the marketplace. And the mountain gorilla population in Bwindi Impenetrable National Park has risen to 400. The total world population now stands at a minimum of 880. The International Gorilla Conservation Program notes that this positive trend is due to the strong collaboration among the three countries where mountain gorillas live and the collective efforts on the ground by park staff, surrounding communities and local government, and non-governmental organizations.

Fostering a Constituency for Conservation

In nearby Kenya, AKP support for the grassroots initiatives of Friends of Conservation (FOC) for more than three decades is helping FOC foster a constituency for conservation in the Greater Mara area. With tree planting,

wildlife monitoring, education and workshops addressing 21st Century concerns—from HIV/AIDS & Sanitation Awareness to Wildlife Conflict Mitigation and Conservation Enterprise Training. AKP also sponsors FOC "Rhino Watch" field-trips into the Masai Mara National Reserve giving Maasai children, the future stewards of this global treasure, the opportunity to better understand the economic benefit that sustainable tourism provides and the importance of preserving their natural capital. AKP has created an integrated system of resource management and community-building programs that ensure people are invested in the ecosystem services that support community and individual health and prosperity.



PARTNERS

- Allied Whale
- Antarctica Climate Change Project
- Birdlife International Save the Albatross
- Bwindi Community Hospital
- Chengdu Giant Panda Research Base
- Elephant Partners
- Friends of Conservation
- Hawk Conservancy Trust
- Kilimanjaro Porters Assistance Project
- Kiwi Encounter
- Lizard Island Research Station
- Plants and People Africa
- Sam's Brothers Clean Water Project
- Serengeti Cheetah Project
- South Carolina Sea Turtle Hospital
- Travel Operators for Tigers

PROJECT SITES

Worldwide

WEBSITE

akphilanthropy.org



The Kazungula Heartland spans parts of four countries—Botswana, Namibia, Zambia and Zimbabwe, covering approximately 9 million hectares along both sides of the mighty Zambezi River. This landscape is comprised of a mosaic of land uses, including state protected areas, communal areas and private lands in the eastern Caprivi Strip in Namibia, Ngamiland in Botswana, Hwange District in Zimbabwe and parts of Southern and Western Provinces in Zambia.

This landscape contains globally significant wildlife and is one of the most important terrestrial and fresh water ecosystems in southern Africa. With an estimated 150,000-strong herd of elephants, it has the highest concentration of elephants on the continent and is home to one of the greatest natural wonders of the world, the Victoria Falls. As a result, the area hosts 350,000 tourists annually, with a potential to sustain over one million visitors per year.

As part of its conservation strategy, and to take advantage of the growing tourism sector, the African Wildlife Foundation (AWF) facilitated a mutually beneficial partnership between the Chobe Enclave Conservation Trust (CECT) and Ngoma Lodge PTY (Ltd) to develop the Ngoma Safari Lodge. The facilitation included a financial investment of US\$250,000 as part of the community capital investment to the lodge construction and, separately, the development of a General Management Plan for the 'enclave' area.

CECT is a community-based organization established to oversee the development and sustainable management of the rich and varied ecosystem and natural resource endowments. The community identified the site for Ngoma Safari Lodge that offers visitors an exclusive and unforgettable wilderness experience while also contributing to the protection of the area's abundant wildlife through income generation. The 'enclave' is a triangle of land surrounded on two sides



by the Chobe National Park and along the north by the Linyanti marsh, consisting of 5 communities, namely Mabele, Kavimba, Kachikau, Satau and Parakarungu. The area is registered as a Community Trust, a structure that allows the local community to benefit directly from tourism and natural resource management within the enclave and to have an active role in decision making.

Following the Lodge's successful opening in early July 2011, the occupancy rate averaged a record 80% in the first season and now averages 70%. The business subsequently remitted ~US\$8,000 to the community

after the first quarter of operation. Ngoma Safari Lodge currently employs 16 full-time staff from the local community. Meanwhile, the wildlife corridor between Chobe National Park and the semi-protected areas surrounding Chobe Enclave is now protected; elephants and other wildlife now have a larger dispersal area, thus creating a win-win situation for livelihood improvement and conservation.

AWF is helping CECT to realize direct benefits from commercially viable ecotourism, while developing other strategies to develop and manage its rich, varied ecosystem and natural resource endowments.

AWF continues to support CECT beyond the development of Ngoma Safari Lodge by providing business training and capacity building for community members in order to ensure long-term sustainability of the CECT organization. In this way, AWF is supporting CECT to realize direct benefits from commercially viable ecotourism, while developing other strategies to leverage the land for conservation and avoid conversion of the land to other, often unsustainable, uses. So while Ngoma Safari Lodge offers tourists beautiful panoramas, spectacular game viewing, and a wide range of activities, the Chobe Enclave is receiving the benefits needed

AFRICAN WILDLIFE FOUNDATION

Tourism Supporting Community Livelihoods and Conservation in Kazungula Landscape, Southern Africa



PICTURE TOP & RIGHT: Ngoma Lodge in Chobe Enclave Community. Photo by Becky Walter

through this tourism enterprise to build a sustainable future for its communities.

Despite the success of Ngoma Safari Lodge, threats to wildlife and ecosystems continue to constrain the free movement and dispersal of wildlife across the countries: poaching, poorly planned tourism and agriculture, poor fire management, recurrent

drought and water stress, overpopulation, unsustainable fishing methods, and others. AWF continues to work in this landscape, contributing and supporting the Kavango-Zambezi Transfrontier Conservation Area initiative (KaZa TFCA), a large five-country (with Angola), cross-board program to protect biodiversity in the region.



AFRICAN WILDLIFE FOUNDATION®

PARTNERS

Africa Albida Tourism PTY (Ltd)
Botswana Tourism Board Kasane Chapter
Chobe Enclave Conservation Trust (CECT)
United States African Development Fund (USADF)

WEBSITE

awf.org



AMERICAN FOREST & PAPER ASSOCIATION

The U.S. Forest Products Industry Promotes Sustainability Along Its Supply Chain and in Its Manufacturing Facilities



“AF&PA has been a key ally in worldwide efforts to stop illegal logging. AF&PA’s efforts with governments, industry and NGOs underscore the direct connection between international conservation and America’s economic and national security interests.”

- Justin Ward, Senior Director, U.S. Government Policy, Conservation International

Today, U.S. forests grow 70 percent more wood each year than is harvested, resulting in a more than 50 percent increase in standing inventories in the past 60 years. The forest products industry plays an important role in facilitating the growth of U.S. forests. Without a regular harvesting of trees to manufacture products, managed forestlands would likely be sold or used for purposes such as development or agriculture—purposes that would not include the consistent replanting of trees.



To broaden and further the forest products industry’s scope as a sustainability leader, the American Forest & Paper Association (AF&PA) established the *Better Practices, Better Planet 2020* sustainability initiative – and company members have made significant, measurable progress since the 2005 and 2006 baseline years.

AF&PA members have increased the fiber they procure through certified fiber sourcing programs to 96 percent. The amount of fiber members procure from certified forest lands has risen to 24 percent. Most private U.S. forest landowners – approximately 10 million, owning over half of U.S. forests – sustainably manage their land, but many do not participate in a formal forest certification program for reasons including costs and land management objectives. AF&PA encourages sustainable forest management for uncertified landowners by requiring member

companies to follow AF&PA’s Sustainable Procurement Principles.

AF&PA is a strong proponent of international efforts to suppress illegal logging and to safeguard against procurement from illegally logged sources. Trade in illegally sourced fiber is a serious detriment to the industry’s sustainability and reputation. For these reasons, AF&PA advocated for the 2008 Lacey Act amendments, which make it illegal to trade plants and plant products, including wood and paper, harvested or traded in violation of the laws of a foreign country. AF&PA continues to be actively engaged with businesses, ENGOs and government policy makers to improve the implementation of the Lacey Act amendments to ensure the U.S. is not a market of choice for illegally harvested wood.

Our members’ purchased energy efficiency improved by 8.1 percent due to investments in cost-effective energy efficiency projects. Improved energy efficiency allows our industry to produce more with less, leaves more natural resources for future use, and reduces costs, which keeps and creates jobs. Some of our member pulp and paper mills are largely energy self-sufficient, producing nearly two-thirds of the energy used for production onsite, and in some cases supplying excess energy to the electric utility grid.

Our industry’s commitment to sustainability extends beyond the manufacturing process: since 1990, paper’s recovery rate for

recycling nearly doubled. By weight, more paper is recovered from municipal solid waste streams than plastic, glass, aluminum and steel combined.

While paper recovery success is due to the millions of individuals who choose to recycle every day, the industry works to promote paper recovery through school programs that educate students and their families about the importance of paper recycling; partnerships with government and other organizations to encourage paper recycling; and the annual AF&PA Recycling Awards, which recognize outstanding school, community and business paper recycling programs.

AF&PA looks forward to continuing this proactive approach to the long-term success of our industry, our environment and the communities where we live and work.



PROJECT SITES
United States

WEBSITE
afandpa.com/sustainability



Scan the QR code for up-to-date news and information about AF&PA’s sustainability initiative.



The gold mining project of *La Colosa* (LCP) is located in the region of Cajamarca, Tolima, in the Colombian Andes. The *Iguá* tree is native to the area. In the language of the aboriginal *pijaos* that lived in the place when the Spaniards arrived, *Iguá* means “the root of water.”

Problems with water quality and water supply in this mountainous region and specifically in the Coello river basin are pressing. Local communities are dealing with the consequences of excessive use of agrochemicals and direct discharges of untreated residual waters from households that pollute the Coello River. Moreover, conflicts are beginning to appear as a result of increasing demands for water by diverse users coupled with inefficient use of the precious liquid.

The Iguá Fund was created in this complex context by AngloGold Ashanti Colombia (AGAC) and the Fund for Environmental Action (Fondo Acción), an environmental NGO. Local consultation of key stakeholders allowed AGAC and Fondo Acción to identify water quality and efficiency as the main objective for the Iguá Fund.

Iguá is a competitive grants fund that finances innovative solutions to water-related problems in the Coello river basin in Cajamarca. Local communities and NGOs identify and propose practical environmental solutions for an efficient use and enhanced quality of water. This mechanism allows the transparent and

effective allocation of financial resources from the corporate sector to the communities where the mining project is housed.

AngloGold Ashanti Colombia’s Iguá Fund finances innovative solutions to water-related problems in the Coello River Basin in Cajamarca, relieving water stress issues that have affected farms and households for decades.

The Iguá Fund was designed to finance five local projects. However the first call for proposals revealed that the mechanism was highly valued by the local grassroots organizations. Ten projects were assessed by the Iguá technical committee as feasible solutions. This led AGAC to increase its financial contribution by 80% (from \$220,000 to \$397,000) in order to fund the ten projects.

This project portfolio has solved social and environmental issues that had affected local communities for a long time. In a short period of time, ranging from four to six months, and with a modest investment (an average of \$35,000 per project), local organizations were able to adapt and implement best practices and benefit over 180 families.

The people’s voice

“Being able to harvest and collect rainwater in the rainy season to use it in farming activities during the dry season was a very beautiful idea,” said María Verónica Ávila, a grower of aromatic plants.

“Wastes from households and effluents from the coffee farms did not undergo a proper biodegradation process; all discharges were flowing into the Anaimé River and then into the Coello River. The introduction of biodigestors allowed us to treat and transform waste and to use it in the farm. Now, organic waste is not being dumped in the river,” commented Camilo Ernesto Arévalo, a hog farmer.

“It was a very good project because it allowed us to reduce water contamination. And we also benefited because we now cook with gas. Using wood as fuel is a thing of the past. We will stop cutting trees,” added Fidel Miguez, another beneficiary.



PARTNERS

Fondo Accion

WEBSITE

anglogoldashanti.com.co

ANGLOGOLD ASHANTI

Iguá Fund: Our Tribute to Water



COUNTERCLOCKWISE FROM TOP: Organic waste is not dumped in the river Coello anymore, and wood has been replaced by gas for cooking. // 180 families from the Coello River Basin have benefited of the Iguá Fund, with an average investment of USD 2,200 per family. // Biodigestors enabled a cleaner and more efficient waste treatment process. Waste is transformed and used on farms. *Photo Credit for all goes to AngloGold Ashanti Colombia*



Our goal is to make Barclays the ‘Go-To’ bank for all of our stakeholders. This means understanding their needs and making decisions in the short and long term that will positively impact our clients and customers, as well as the communities in which we operate.

Management of our environmental impacts is key to our Citizenship agenda, and we address these issues on multiple fronts. We manage our operational impacts, we provide products and services for environmental and clean technology markets, and we work to identify and manage environmental risks.

In East Africa, Barclays is developing environmental management models to help address illegal and unsustainable natural resource harvesting that can undermine regional growth and stability.

WWF Partnership

In 2008, Barclays launched a partnership with WWF, ending in early 2013, to support communities in East Africa to utilize their natural capital more sustainably.

The PEARL program—Preserving Eastern Africa’s Resources and Livelihoods—has trained local people to assess their business dependencies and impacts on biodiversity and ecosystem services, and seize opportunities for sound, efficient and profitable use of their natural assets.

The partnership has enabled communities to tackle some of the most pressing threats to the natural wealth and future welfare of the region. PEARL is comprised of five programs, including the following energy project in Tanzania.

Sustainable Charcoal through the Dar es Salaam Energy Project, Tanzania

Approximately 1,600 tons of charcoal, with an estimated value of US\$460,000, is consumed daily by some 3.5 million people in Dar es Salaam, Tanzania. This demand for charcoal and the fact that its production is very inefficient (only 15-20% of the wood “burnt” in traditional kilns is converted to charcoal) means tens of thousands of trees are being chopped down every year to feed this daily consumption, resulting in significant forest destruction.

WWF has helped the government of Tanzania forge a public-private sector partnership to successfully demonstrate sustainable production of charcoal. This includes 20 pilot sustainable charcoal production schemes in the forest zone around Dar es Salaam, introducing new energy-efficient kilns, establishing community-run nurseries and plantations and establishing new commercial markets.

Engagement in this program has increased overall understanding and engagement in wider forest conservation by beneficiaries and other local stakeholders. Hundreds of people have increased their income through the sale of “sustainable” charcoal and raising tree seedlings.

The Banking Environment Initiative

The Banking Environment Initiative (BEI) is comprised of 10 global banking institutions with the core mission to find ways to direct capital towards environmentally sustainable economic development. The BEI collaborates with groups of major corporate clients that share strategic priorities for creating sustainable economic systems and, with the senior leadership of banks, identify new approaches in which banking and finance can support a more sustainable future.

Barclays’ Chief Executive Antony Jenkins serves as Chairman of the BEI CEO Group and works alongside other business leaders to demonstrate industry best practices across a range of different work streams, including soft commodities in value chains and clean energy valuation models¹.

¹ For more information, see <http://www.cpsl.cam.ac.uk/Business-Platforms/Banking-Environment-Initiative.aspx>



PARTNERS

WWF
Banking Environment Initiative

PROJECT SITES

Kenya, Mozambique, Tanzania

WEBSITE

group.barclays.com/Citizenship

BARCLAYS

Barclays Environmental Partnerships



Eastern Africa is home to almost 70 million people, whose livelihoods depend on the environment around them. As the population increases, the region’s resources—from forests to fish—are increasingly under threat, with potentially devastating consequences for people and wildlife. PHOTO CREDITS COUNTERCLOCKWISE FROM TOP LEFT: Brent Stirton/Getty Images/WWF-UK // Edward Parker/WWF-Canon // Sandra Mbanefo Obiako/WWF-Canon Image



BUMBLE BEE FOODS

Shaping a Healthier Future for People and the Planet



COUNTERCLOCKWISE FROM TOP: Dive during an ISSF research cruise // A school of tuna. // Tuna being brought aboard a purse seiner.
Photo Credit For All ISSF

A core tenet of Bumble Bee's corporate social responsibility and sustainability program is a balance between the needs of the present and those of the future, for both people and our planet. This balanced approach is reflected in Bumble Bee's corporate vision, "improving our consumers' quality of life by providing sustainable, nutritious, convenient and affordable seafood products."

Bumble Bee is leading its industry to ensure that fish stocks are harvested and managed in a manner that not only meets today's needs but, equally importantly, ensures a healthy supply for future generations.

The health benefits of seafood are widely known and, at a time when the USDA is urging Americans to include more seafood in their diets, we could not be more proud to offer millions of Americans healthy, nutritious sources of lean protein at an affordable price, while also encouraging them to take simple steps to live a healthier lifestyle. As we source and bring products to market today, we maintain a long-term focus on ensuring the responsible harvesting and management of seafood so that global fisheries remain sustainable and available for future generations.

Bumble Bee has been, and continues to be, a strong leader in global fisheries; particularly in

the management of tuna stocks which provide the source for a major portion of our business. The major channel for our work in tuna sustainability is through the International Seafood Sustainability Foundation (ISSF).



Bumble Bee is a proud founder of ISSF, a global partnership among scientists, tuna processors representing about 75% of the world's shelf stable tuna production, and WWF, the global conservation organization. This unique combination of industry, science and the environmental community is committed to driving positive change in tuna fisheries through direct action of its participants.

The ISSF mission is to undertake science-based initiatives for the long-term conservation and sustainable use of tuna stocks, reduction of bycatch and promotion of ecosystem health. The strategy and focus of the ISSF address head-on the major sustainability challenges facing the global tuna fishery through **applied science, advocacy and direct action.**

- Control and reduce fishing capacity
- Mitigate bycatch (unintended capture of non-targeted species)
- Eliminate illegal, unreported and unregulated (IUU) fishing
- Expand data support
- Advance performance in monitoring, control, and surveillance
- Improve overall tuna stock health

The body of work ISSF has conducted and the conservation commitments its participants have made towards the long-term sustainability of tuna stocks in the first four years are unprecedented. A significant area of focus and action has been in reduction of bycatch, particularly in purse seine fishing on Fish Aggregating Devices (FADs). ISSF is facilitating a globally coordinated, \$12 million three-year at-sea project to identify best practices, new techniques and enhanced technologies that will allow fishers to minimize the amount of non-targeted fish and other marine life captured during purse seine fishing.

The science and research based approach taken by ISSF seeks to maintain the best aspects of FAD fishing—reduced fuel use, lower carbon footprint, and affordable cost to end consumer—while mitigating the negative impact of slightly higher bycatch. This work on FADs, in conjunction with all the other initiatives, is a great example of how a collaborative approach to conservation can benefit the environment and consumers alike.



PARTNERS

ISSF

WEBSITE

<http://www.bumblebee.com/about/sustainability>
<http://iss-foundation.org/>



CHEETAH CONSERVATION FUND

Combating Habitat Loss & Poverty in Africa



COUNTERCLOCKWISE FROM TOP: Photo by John Bowers // CCF's Future Farmers of Africa program teaches integrated conservation, livestock and wildlife management techniques so that land users living alongside cheetahs can practice sustainable livestock farming that both preserves wildlife and makes a better living for their families. // Bushblok is a high-heat, low-emission fuel log created from the harvesting of encroaching thornbush in Namibia. Thickened thornbush encroaches on cheetah habitat, and affects both prey species and livestock farmers.

Of the 10,000 cheetahs remaining in the wild, 90% are found outside protected areas, in areas where human populations live. Saving this magnificent animal from extinction requires an innovative approach that addresses not just the cheetah's welfare, but the health and prosperity of the human populations living alongside it.

CCF is empowering communities to generate incomes from securing and sustainably managing their natural wealth through a system of integrated wildlife and land management programs.

Cheetah Conservation Fund (CCF) has been addressing habitat loss in Namibia via its Bushblok program. Namibia suffers from bush encroachment, a form of desertification resulting from overgrowth of native thornbush. The cheetah hunts using bursts of speed, and the presence of thick bush thwarts their hunting and causes injuries, particularly to the eyes.

Bush encroachment also hurts Namibia's economy. Thornbush covers almost 30 million hectares in Namibia, reducing available grazing land for livestock and wildlife. Economic losses in the agricultural sector are estimated at US\$180 million annually. CCF's habitat restoration project, CCF Bush (Pty) Ltd., produces Bushblok, a fuel log, by

selectively harvesting thornbush. The project currently employs over 30 Namibians, and could lead the way in developing a biomass industry in Namibia, which would create opportunities for alternative energy solutions and more jobs.

Bushblok is merely one component of an integrated system of programs CCF has developed that work together to supply effective conservation measures for cheetahs over large landscapes, and allow human populations in these areas to thrive as well.

CCF maintains a model farm and farm-related enterprises, and manages over 100,000 acres of integrated livestock and wildlife farmland. CCF's farming is a means to develop and test solutions for reducing human-wildlife conflict and opportunities for livelihood development, and forms the basis of its educational program for local populations. CCF's Future Farmers of Africa (FFA) teaches integrated conservation, livestock and wildlife management techniques to present and future land users and managers. FFA builds skills and educates rural and marginalized farmers about supplemental income streams, enabling them to practice sustainable livestock farming that reduces human-wildlife conflict and provides economic opportunity.

The FFA program dovetails with CCF's successful Livestock Guarding Dog program, which places Anatolian shepherd and Kangal dogs with farmers to

provide non-lethal predator control for their herds. The dogs, bred by CCF, are provided to farmers with training, allowing the farmer to properly utilize the dog in their livestock management. Farmers employing a CCF dog find their predation rates from all predators are reduced by 80 percent or more.

CCF is participating in the development of another project, the Greater Waterberg Complex (GWC). CCF's International Research and Education Center borders the Waterberg National Park, and CCF sits on the steering committee of the GWC. The GWC encompasses over 4 million acres, including the Eastern Communal lands known as Hereroland. CCF is working with the farmers in the GWC to assist in habitat restoration, reintroduction of wildlife into the target area, and training of integrated wildlife and livestock management skills. When fully operational, these communities will be empowered to manage and develop their livestock and wildlife resources, restore their land to productive use, and promote tourism.



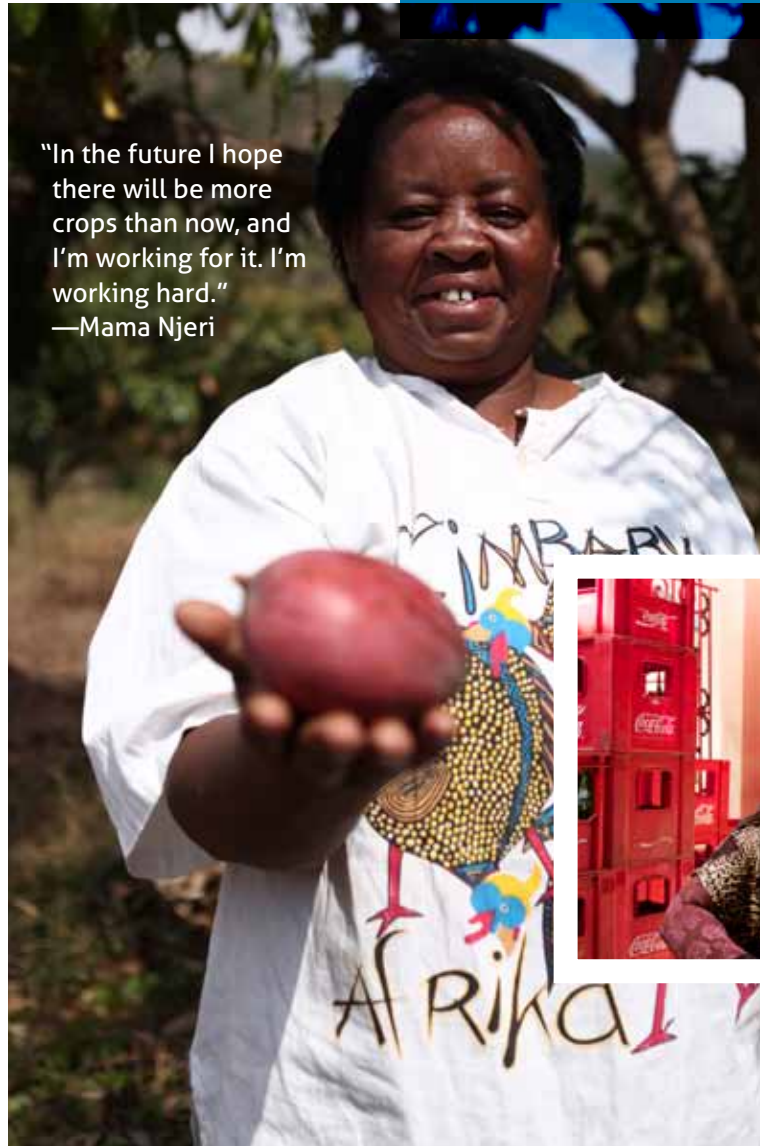
- PARTNERS**
- Conservancy Association of Namibia
 - Cornell Center for Wildlife Conservation
 - Howard G. Buffett Foundation
 - Namibian Ministry of Agriculture
 - Polytechnic of Namibia
 - University of Namibia
 - USAID

WEBSITE
cheetah.org



THE COCA-COLA COMPANY

The Power of 5 Million: Investing in Women for Sustainable Development



"In the future I hope there will be more crops than now, and I'm working for it. I'm working hard."
—Mama Njeri



COUNTERCLOCKWISE FROM TOP LEFT: Mama Njeri, Mango Farmer, Wife & Mother Sagana, Kenya // Maya Ibrahim, Bottle Recycler, Wife & Mother, Manado, Indonesia // Preeti Gupta, Rural Shop Keeper, Wife & Mother, Agra, India

The story of today's Coca-Cola system is in many ways the story of women. Women are the world's fastest-growing economic force, controlling two-thirds of spending worldwide.¹ In the Philippines, for example, women own or operate more than 86 percent of the small neighborhood stores that sell the company's products, while more than 3,000 own and operate the company's Micro Distribution Centers in Africa and around the world.

Given the crucial role of women in The Coca-Cola Company's system—and the economic hurdles too many women still face—the company has made the economic empowerment of women a priority among its sustainability efforts. Unleashing the entrepreneurial potential of women helps families and communities prosper. By investing in the success of women, The Coca-Cola Company invests in its own success and in the success of communities around the world.

To feed our growing population, we need to increase global food production by 70% before 2050. Women make up the majority of the agricultural workforce in many areas of the world.

Yet today, for every investment we make in producing food, we fail to get the best results because

many women lack the access they need to land, seeds, water, credit and markets.²



5by20 is The Coca-Cola Company's flagship initiative aimed at enabling the economic empowerment of 5 million women entrepreneurs across the company's global value chain by 2020. Specifically, that means the small business owners—including fruit farmers, retailers, artisans, and recyclers—the company works with in over 200 countries around the world. By investing in the success of women entrepreneurs, The Coca-Cola Company is investing in communities, including rural agricultural communities.

For example, Coca-Cola is working with the Bill & Melinda Gates Foundation to empower 50,000 smallholder fruit farmers in Kenya and Uganda by 2014. This \$11.5 million partnership, implemented by TechnoServe, is designed to double the fruit income of these mango and passion fruit farmers by providing them with training on farm productivity and agronomy, and by giving them access to a market for their fruits.

By March 2013, about 51,000 farmers had been trained, nearly 15,000 of whom were women. Today, fruit grown by participating farmers is processed locally into juice and sold to local consumers through Coca-Cola's Minute Maid brands, linking small farmers and consumer brands in a transformative way.

By harnessing the unique scale and reach of the global Coca-Cola system in more than 200 markets worldwide, 5by20 can give millions of women opportunities to build their businesses, support their families, and secure stability of supply and access to food.

"We are laying the groundwork for a sustainable industry... We need corporations like Coca-Cola and the rest who have this convening power, and you'll see the whole of North Kenya and the rest of Northern Africa feeding the rest of the world."

—Henry Kinyua,
TechnoServe Project Manager

¹ Per 2009 study by Boston Consulting Group.

² <http://www.state.gov/s/globalfoodsecurity/rls/other/172777.htm>



GLOBAL PARTNERS

Bill & Melinda Gates Foundation
IFC (International Finance Corporation) Banking on Women
TechnoServe
UN Women

WEBSITE

www.5by20.com
www.thecoca-colacompany.com



THE CORPORATE COUNCIL ON AFRICA

Promoting Trade & Investment Between the United States & Africa



COUNTERCLOCKWISE FROM TOP: CCA believes that raising agricultural productivity is essential for reducing rural poverty, establishing food security and stimulating broad-based economic growth. // CCA's grant programs identify Africa's strategic value chains with the greatest opportunities for American business investment. // Agribusiness programs at CCA foster intra-regional trade and food security in the Southern African development community.

The Corporate Council on Africa (CCA) is a non-profit, membership-based organization at the forefront of strengthening and facilitating the commercial relationship between the United States and the African continent. CCA works closely with governments, multilateral groups and businesses to improve Africa's trade and investment climate, and to raise the profile of Africa in the U.S. business community. CCA members represent nearly 85 percent of total U.S. investment in Africa, and are made up of a diverse pool of industries from more than 20 key sectors, including agribusiness, health and infrastructure.

CCA is proud to support the continuing work of its member companies and ICCF partners, The Coca-Cola Company, ExxonMobil, Marathon Oil Company and Walmart, as they strive to reach their respective sustainability and conservation goals in Africa.

Water conservation is a priority for The Coca-Cola Company, which is working with CARE International to provide 1,500 households in the Egyptian governorate of Beni Suef with safe drinking water. The partnership plans to provide 7,500 people in three villages with clean water over the next 18 months.

ExxonMobil aims to avoid contamination of the environment by unloading diesel from supply vessels, moving oil and chemicals from containers and transporting product via pipelines on and offshore,

thereby preventing anything from spilling into the sea or on land.

Walmart's broad environmental objectives include: to create zero waste, to be supplied 100 percent by renewable energy, and to sell products that sustain people and the environment.

CCA provides a number of programs and services that give its members a competitive edge in African agribusiness. According to USAID, agriculture is one of the most effective drivers of growth in the world's poorest countries.

CCA's Agribusiness Working Group provides a forum for members to address policy constraints and work to link American agribusiness to African trade and investment opportunities. CCA also promotes African agriculture through two USAID-funded programs: the U.S.-Africa Business Center and the Southern Africa Trade Hub.

In addition to aiding the advancement of African agribusiness and conservation efforts of member companies, CCA also offers many other programs in the areas of health, infrastructure, security, power and energy. CCA brings groups together that focus on attracting investors who are willing to responsibly manage the natural resources African economies are so dependent on for their livelihoods, so as African countries develop they are doing it in a way that lays a foundation for long-term growth, rather

than short-term exploitation of resources. This is critical to the stability of those regions, and also creates opportunities for American multinational companies who will be looking for new, stable markets in the future. CCA's network provides exclusive opportunities to corporate leaders who will bring positive change to the investment environment and protect emerging markets from disruptions of supplies and rapid price fluctuations that have severe security and economic consequences.

CCA members believe that Africa's future success depends upon the ability of its entrepreneurs and business people to create and retain wealth through private enterprise—including natural resource wealth. CCA's many programs and services are designed to bring together potential business partners and raise Africa's investment profile in the U.S. by developing critical contacts and business relationships and providing a forum for the exchange of information and ideas.



PARTNERS

- The Coca-Cola Company
- ExxonMobil
- Marathon Oil Company
- Walmart

PROJECT SITES

- The African continent

WEBSITE

- africacncl.org



THE DOW CHEMICAL COMPANY

Dow-The Nature Conservancy® Collaboration: Working Together to Value Nature



COUNTERCLOCKWISE FROM TOP: View from wetlands of Dow's Texas Operations in Freeport, Texas, where Air, Water and Natural Hazard Mitigation are being studied for their economic value to Dow and the community. © Jennifer Molnar/TNC // Before the TNC collaboration, Dow's site in Seadrift, Texas saved \$40 million by implementing a natural wetlands solution to processing waste water instead of traditional "gray" infrastructure.



Dow and The Nature Conservancy are working together to apply scientific knowledge and experience to quantify the role of ecosystem services in Dow's multinational operations, with valuations of the costs and benefits of "green infrastructure" versus traditional "gray infrastructure."

At the start of 2011, The Dow Chemical Company and The Nature Conservancy embarked on a novel collaboration to help Dow and the business community recognize, value and incorporate nature into business decisions, strategies and goals. Initial efforts have focused on large pilot analyses, investigating tangible examples in detail at Dow sites to develop evidence and tools.

Pilot Site Activities

Pilot #1: Dow's Texas Operations at Freeport

Texas Operations at Freeport is Dow's largest integrated manufacturing site, and the largest single-company chemical complex in North America. It is located where the Gulf of Mexico, the lower Brazos River and the Columbia Bottomlands all meet—a network of important freshwater, marsh and forest ecosystems. The Freeport pilot focused on three ecosystem services upon which the Texas Operations facility and conservation in the region depend.

Improving air quality through reforestation

Dow's Freeport Operations is in the Houston-Galveston-Brazoria ozone non-attainment zone, and compliance costs are growing for ozone precursor emissions abatement (NOx and VOCs). Results from the Collaboration demonstrated that reforestation could be a cost-effective strategy when compared to traditional control technology currently available. This approach also provides broader benefits to local communities.

Mitigating coastal hazards with natural infrastructure

Models were run under various sea-level rise scenarios that estimated the wave energy

reduction that habitats provide. While more work is needed to capture the buffering value of habitats, collaboration analysis



Protecting nature. Preserving life.™

indicated that sea level rise could result in less effective habitat and increased flood heights during storms. Preserving or enhancing coastal habitats could allow them to better keep up with sea level rise, reducing the impact of future storms. Additional benefits include carbon sequestration, and habitat for fisheries, birds, and other wildlife.

Preventing disruption to freshwater supply

Dow's Freeport Operations is the last major downstream user of water in the Brazos River basin. Collaboration scientists incorporated the effects of predicted climate change and increased demand into existing models of the Brazos River basin to predict future water availability. Results show that permitted demand exceeds supply 10% to 20% of the year, with total demand predicted to increase more than 50% by 2060. Without intervention, this could cause economic losses to double to \$600 million over the next 30 years. Traditional response costs were compared with natural solutions to determine the value of water to Dow.

Comprehensive final results will be submitted for peer-review publication in the 2nd quarter of 2013 and released on the collaboration websites (www.dow.com, www.nature.org/dow).

Pilot #2: Santa Vitória, Brazil

In June 2012, the Collaboration announced its second pilot at

the site of a cooperating joint venture company, Santa Vitória Acucar e Alcool Ltda. (SVAA), formed by Dow and Mitsui & Co., Ltd. The SVAA site is producing sugar cane, a key production input to the end product ethanol, within a 50km radius of the manufacturing facility. This pilot will develop methods and tools to guide decisions about agricultural land use to meet sugar cane production needs more efficiently, while optimizing biodiversity and ecosystem services benefits of forest restoration.

In the remaining years of the Collaboration, we will continue to advance the development of methods at pilot sites, as well as expand into other scales of corporate decision-making. The Collaboration is committed to sharing results and tools publicly through various communications and peer-reviewed publications for other companies, scientists and interested parties to test and apply.

As more companies use these methods and tools, greater investment in conservation should follow because natural capital investment makes good business sense.



PARTNERS

The Dow Chemical Company
Foundation
The Nature Conservancy

PROJECT SITES

Texas, USA
Minas Gerais, Brazil

WEBSITE

www.dow.com/sustainability



Equatorial Guinea's small (780 square miles) but spectacular Bioko Island is an African biodiversity hotspot, with seven species of rare monkeys living in rainforests that cloak its three volcanic peaks, and four species of sea turtles nesting on its undisturbed black-sand beaches. The island's tropical climate (4° N of the Equator), high rainfall (>35 feet/year) and high elevations (>10,000 feet above sea level) create a network of deep mountain valleys with fast-flowing rivers, supporting a variety of habitats. Located just 20 miles off of the Gulf of Guinea Coast, Bioko is home to a number of endemic species, including the critically endangered Pennant's red colobus monkey, and serves as a refuge to many species threatened on mainland Africa.

Bioko Island is also home to Equatorial Guinea's capital city, Malabo, and the focus of rapid population growth and extensive modernization. As the population increases, land is cleared, roads are built and threats to the island's biodiversity expand. The most pressing threats include:

- a taste for bushmeat in the capital city that supports illegal hunting of the Island's monkeys, a commercial activity that threatens the native red colobus monkey with extinction;
- road-building, although an essential part of infrastructure development, threatens the last habitat of two critically endangered amphibians and Bioko Island's other endemic mammal, a tiny mouse shrew restricted to high mountain grassland; and

- expanding agriculture in the southern highlands that is converting scarce high-elevation habitat into farmland to supply vegetables to the capital, threatening species limited to these areas, like Preuss's monkey.



PICTURE TOP: Fea's chameleon, a large colorful chameleon endemic to Bioko Island, is an example of the unique wildlife that fascinates visitors and is dependent on the continued existence of the unspoiled forests of the Island. *Photo by Gail Hearn*

Removal of species like these threatens the balance of the entire ecosystem, which could drastically reduce its ability to recover from damage and maintain the sustainable flow of natural capital to local communities. This highlights the need for local awareness and capacity-building to enforce protection.

The Bioko Biodiversity Protection Program (BBPP), an academic partnership between the National University of Equatorial Guinea and Drexel University, was established in 1998 with the mandate to protect Bioko's unique biodiversity with sustainable projects in education, research and conservation that emphasize the economic value of wildlife and natural ecosystems.

ExxonMobil, as a leading energy-producer in Equatorial Guinea, has collaborated with BBPP since 2002, providing long-term support that is essential for tracking trends and providing meaningful information for governmental action. For example, funding has allowed a National University-based market census-taker to record all wild animals brought to the Malabo bushmeat market for sale, including more than 40,000 monkeys – a number that is unsustainable and illegal. The government of Equatorial Guinea responded to this information by issuing a decree in 2007 that specifically forbids the hunting and selling of monkeys. This decree brought only temporary relief, and the government again intervened with advisories from the Ministry of the Interior in 2012.

As the only biodiversity-conservation organization operating on Bioko Island, BBPP has established Equatorial Guinea's lone field-research station in the highland village of Moka. The Moka Wildlife Center serves as a base for several self-sustaining activities that generate income for the local population, such as:

- an annual, three-week research expedition to conduct a census of monkeys in the remote Gran Caldera de Luba, involving more than 70 scientists, university students, paying volunteers and local workers;
- a biodiversity-conservation-themed Drexel Study Abroad Program on Bioko Island that allows 16 American students to study with National University

EXXONMOBIL

Conservation Driven by
Science, Smarter Development,
Improved Livelihoods



PICTURE TOP: Local workers returning to the southern beaches after taking supplies to the expedition camp in the Gran Caldera de Luba volcanic crater. The annual BBPP Expedition provides more than 40 local residents with employment and the opportunity to interact with international visitors. *Photo Credit Caroline Laine.*

counterparts and engages local workers as guides, camp managers and transport specialists; and

- a crafts project based in the village of Ureca, where local women produce baskets, fish traps and jewelry sold at the Moka Wildlife Center.

The government of Equatorial Guinea has identified tourism as a major focus of future national development. BBPP's

successful record of leveraging wildlife to increase local job creation is paving the way for future ecotourist visits to Bioko Island. The experiences that already bring undergraduates to the study-abroad program and volunteers to the research expedition can be replicated in the tourism industry, bringing new urgency to protecting Bioko Island wildlife for future generations.



PARTNERS

BBPP
Drexel University
National University of Equatorial Guinea

WEBSITE

exxonmobil.com/citizenship



FMC

FMC Vision 2015: The Right Chemistry



COUNTERCLOCKWISE FROM TOP: FMC's Ewing Laboratories are dedicated to safer chemistries which will enhance and extend the world food supply. // Off the coast of Singapore FMC harvests and renews Laminaria hyperborean. © FMC

We are constantly innovating new chemistries that perform more safely and effectively. Our natural biopolymers and crop protection chemistries are growing the world's food supply in a way that conserves our planet's finite resources.

Feeding the world, protecting health, and providing the conveniences of life – that is what we do at FMC. We strive to employ the best technology, cultivate strong customer partnerships, and find solutions that improve people's lives.

Since 1883, FMC has continued a proud heritage of pioneering solutions for our customers. Today, our products provide important sustainable benefits, including increased agricultural production, better foods and medicines, advanced energy storage, and cleaner water, air and soil.

FMC's safer chemistries have increased sugar cane crop yields in Brazil for alternative fuel use. FMC's new lithium chemistries are responsible for advances in electric vehicle technology. FMC's use of natural and renewable raw materials in food and pharmaceutical applications is conserving scarce resources. And FMC's growing environmental solutions business is making water safer and air cleaner. We have redeveloped and restored our old industrial sites, creating new jobs with new uses such as waste to energy.

We are constantly innovating new chemistries that perform more safely and effectively. Our natural biopolymers and crop protection chemistries are growing the world's food supply in a way that conserves our planet's finite resources. And, we are contributing to the sustainability in many developing countries by empowering their coastal communities with income from maricultural activities.

A Bounty from Nature

FMC processes carrageenan and alginates from seaweed around the world. Off the coast of Norway, FMC and its supplier harvest seaweed from carefully delineated beds on a fixed schedule to allow constant replenishment. In Australia, seaweed is gathered as it washes ashore. In the Philippines, Indonesia, Tanzania and Madagascar, seaweed cultivation and harvesting provide remote communities with sustainable economies and higher standards of living. FMC has empowered some 100,000 seaweed farmers worldwide over the last two decades.

Our carrageenans and alginates provide food, pharmaceuticals, personal care and many other products with some of their most important properties, and our seaweed-based products can help the food and other industries reduce their energy requirements and carbon footprints.

For example, our products enable the dairy industry to extend the unrefrigerated shelf life of milk and other products by as much as three years, reducing the need for refrigeration.

Alginates absorb water quickly, making them key to the production of dehydrated foods. By removing water before shipping, less energy is required to transport these products.

New Environmental Solutions

FMC's FDA- and EPA-approved chemistry used for disinfection and sanitation in food processing operations is now

being applied in an exciting range of new environmental applications. Our new green biocide is substituting for more conventional chemistries used in natural gas production. We are helping energy producers with wastes resulting from production waters. Our new air pollution control chemistry is being applied to utility control systems and industrial boilers as a way of further reducing contamination. Over the last five years FMC's soil remediation chemistry has been applied at almost 200 sites, including major DOE and DOD contaminated facilities, quickly returning them to productive use.

Increasingly, our customers are looking for more sustainable products, and we are moving assertively to meet that demand. From food production and new energy solutions to emissions reduction technology and innovative soil remediation applications, FMC has a constantly evolving portfolio of solutions.



PARTNERS

- Franklin Institute
- Natural Academy of Sciences
- Panthera
- Philabundance
- Red Cross
- World Food Prize
- Wyoming Land Trust

PROJECT SITES

Worldwide

WEBSITE

fmc.com/sustainability



FOOD & AGRICULTURE ORGANIZATION OF THE U.N.

For more than six decades, the Food and Agriculture Organization of the United Nations has led global efforts to alleviate hunger, focusing on ways to improve agricultural production and, in turn, the lives of rural people. Under its mandate, FAO spearheads activities that focus on making sure the environment is protected, that food produced is safe to eat, and that all people have enough to live healthy lives.

The daily management decisions of those who farm, keep livestock, fish, manage forests, and run agribusinesses—and those of the world’s 7 billion consumers—are key to global food security and the health of the world’s ecosystems.

Strengthening tenure rights

Weak governance of tenure hinders economic growth and the sustainable use of the environment. Small-scale farmers and traditional communities will not invest in improving their land, fisheries and forests if they could be taken away at any minute due to lack of recognition of customary rights, weak registration practices, or corruption.

In May 2012, after a three-year FAO-led consultative process involving governments, civil society and private sector representatives from more than 130 countries, the Committee on World Food Security endorsed Voluntary Guidelines on the Responsible Governance of Tenure of Land, Fisheries and Forests in the Context of National Food Security.

The guidelines are the first comprehensive, global instrument on tenure and its administration to be prepared through intergovernmental negotiations. They set out principles and internationally accepted standards of responsible practices for the use and control of land, fisheries and forests.

FAO is now working to help countries implement the guidelines at the national level.

Ensuring forest conservation

Good forest management is a powerful conservation practice that can reduce deforestation and maintain environmental services, while helping reduce rural poverty and improve living conditions. That is why FAO is working to build and strengthen capacity for sustainable forest management.

Gambia for example, with support from FAO and other partners, has developed and implemented the first policy and legislation in Africa providing local populations with secure and permanent forest ownership rights.

Transferring forest tenure from state ownership to management by local communities enabled these communities to reduce illegal logging and forest fires, slow desertification and benefit from using the forest products.

Gambia has managed to buck a strong deforestation trend in Africa, with over 350 villages managing 12 percent of the country’s forests and a net increase in forest cover of 8.5 percent over the last two decades.

The success of Gambia’s Community Forest Policy proves that even in the world’s poorest countries, with the right policies and adequate legislation in place rural populations can benefit economically and significantly improve their food security through the wise use of natural resources.

Protecting marine resources

Ocean and inland fisheries as well as aquaculture, the fastest growing food sector, are among humanity’s best opportunities to deliver highly nutritious food to a growing population, but human impacts are increasingly taking their toll on the health and productivity of the world’s oceans.

FAO is cooperating on initiatives for the sustainable use and management of ocean resources with a wide range of partners including governments, UN bodies, the World Bank, the private sector and civil society organizations. A priority action is the development and implementation of international guidelines for securing sustainable small-scale fisheries that support the livelihoods of small-scale fisherfolk.



PROJECT SITES
Worldwide

WEBSITE
fao.org

Protecting the Environment
and Helping Ensure a Safe,
Adequate Food Supply



Secure tenure of land, fisheries and forests ensures the wise use of natural resources and the maintenance of environmental services, while helping reduce rural poverty and improve living conditions.

COUNTERCLOCKWISE FROM TOP: FAO is working to promote sustainable small-scale fisheries. ©FAO/Pietro Cenini // Small farmers stand to benefit when clear rules and transparent processes for land tenure management exist. Women face particular hurdles in securing land rights. ©FAO/Alessandra Benedetti



With a mission of conservation and education, the Fort Worth Zoo is committed to wildlife conservation and research initiatives around the globe. The Zoo has invested significant resources into conservation work that has resulted in hundreds of individual projects throughout the world. Today, the Fort Worth Zoo coordinates or supports projects in more than 30 countries.

The Fort Worth Zoo promotes conservation efforts for a variety of species ranging from elephants and rhinos to iguanas and toads, whose influence in habitats helps maintain balance and stability for critical ecosystems.

The Fort Worth Zoo is second to none when it comes to leveraging resources for conservation. The organization's proven approach has stimulated the development of eight distinct nonprofits dedicated to conservation, reintroducing endangered species into the wild and conducting original research. These foundations develop innovative partnerships with nongovernmental organizations, academic institutions, government agencies, community groups and the private sector – connecting people, resources and ideas – for a comprehensive approach to conservation.

Connecting People for Island Conservation

Jamaica—The Jamaican iguana (*Cyclura collei*) is listed as one of the 100 most endangered species in the world. For more than 20 years the Fort Worth Zoo has been a key player in the



PICTURE TOP: *Passiflora perfoliata* a Jamaican endemic plant species documented during a recent expedition to Jamaica's Hellshire Hills. *Photo Credit Botanical Research Institute of Texas*

conservation of this species. Conserving Jamaica's wildlife includes more than just animals; plants are an integral part of this ecosystem. The Fort Worth Zoo collaborated with the Botanical Research Institute of Texas (BRIT), the University of the West Indies and the Caribbean Wildlife Alliance on an expedition to Jamaica's Hellshire Hills, the only place in the world where the Jamaican iguana still roams. This region boasts numerous rare and endemic plant species, many of which are eaten by the Jamaican iguana. The collaboration brought together herpetologists and botanists to generate the first complete floristic survey of the Hellshire Hills and to generate images of seeds and fruits that will help herpetologists identify important iguana foods. The initial expedition collected 182 plant specimens representing 171 species, 37 of which had not been recorded in the region.

Anegada—The Anegada iguana is one of the most critically endangered lizards in the world. The remaining population is estimated to be approximately 300 individuals on the island of Anegada, with a total of 1,000 in all of the British Virgin Islands. Human development and over-browsing by free-ranging livestock are threats; however, the chief risk is the large population of feral cats on the island. Each year this introduced predator kills most iguanas within months of hatching, drastically reducing population growth. To offset the high juvenile mortality, the British Virgin Islands National Parks Trust and the International Union for Conservation of Nature (IUCN) Iguana Specialist Group initiated a headstart program in 1997. Today, the Fort Worth Zoo leads that program, releasing iguanas from the headstart facility to a new site on the island, monitoring survival and reproduction. Through partnerships with local government officials, key community leaders and local schools, the program has released 162 animals back into the wild, an increase of 50 percent of the total iguana population in Anegada.

Turks and Caicos—The critically endangered Turks and Caicos iguana occupies less than five percent of its historic range due to increasing urban development and the introduction of mammalian predators. Fort Worth Zoo staff initiated a conservation project in 2010 for this species by investigating translocation methods, tracking iguanas' movement patterns with transponders and analyzing vitals on each iguana during both

FORT WORTH ZOO

Focusing on Species Survival for Ecological Strength and Stability



PICTURE TOP: Local students and their parents participating in the release of headstarted Anegada iguanas back to the wild. *Photo Credit Walker Mangum*

PICTURE RIGHT: Fort Worth Zoo staff releasing a translocated Turks and Caicos iguana to an area that is safe from habitat alteration. *Photo Credit Fort Worth Zoo*



wet and dry seasons. The results from these tracking periods will be used as a guide to develop a proactive strategy to mitigate iguana losses from development on the island. By working with the construction development team, biologists hope to optimize a translocation method for each construction event. Another goal of this project is to extend it far beyond Turks and Caicos, serving as a model for endangered rock iguanas throughout the Caribbean.



PARTNERS

Arthur A. Seeligson Conservation Fund
Caribbean Wildlife Alliance
Caribbean Wildlife Foundation
International Bongo Foundation
International Elephant Foundation

PARTNERS *continued*

International Iguana Foundation
International Rhino Foundation
Puerto Rico Department of Natural and Environmental Resources
Texas Parks and Wildlife Department
Turtle Survival Alliance
United States Fish and Wildlife Service

PROJECT SITES

Worldwide

WEBSITE

www.fortworthzoo.org



Serengeti National Park – with its spectacular wildlife, expansive savannahs, rivers, and famed Great Migration – is not just a world famous safari destination, but also a powerful driver for economic growth both regionally and for Tanzania as a whole. FZS, as the primary NGO working with Tanzania National Parks (TANAPA) in the Serengeti ecosystem, is proud both of the 50 years it has successfully protected the park’s wildlife and of its efforts to align its conservation work with the needs of people living around the park. The Society has done so by adopting an “Ecosystem Approach” that provides a holistic framework for the management of land, water and living resources and that promotes conservation and sustainable use. Central to the Ecosystem Approach is the recognition that communities must be at the forefront of efforts to bring about the conservation and sustainable use of ecosystem natural resources. FZS is thus implementing a variety of projects that empower local people to become actively engaged in conservation, sustainable use and sustainable livelihoods and to benefit from the immense natural wealth of the greater Serengeti.

- Since 2008, FZS has supported the establishment of Community Conservation Banks (COCOBAs). COCOBAs utilize a community savings and banking loans model in which 15-30 community members collectively contribute weekly to a common bank, from which they are later able to take low-interest loans to support

conservation-friendly income-generating activities. FZS has implemented a Training of Trainers approach that builds expert capacity and has thus far resulted in 32 COCOBA groups around the park. Six of these groups consist entirely of former illegal bushmeat hunters who have agreed to stop poaching wildlife and are pursuing alternative livelihood options.

- In 2009 FZS facilitated the establishment of the Serengeti Ecosystem Community Conservation Forum (SECCF) to promote collaboration among local stakeholders and friends of the Serengeti ecosystem. The objective is to use innovative and pragmatic strategies to advance the principles of ecosystem management and stewardship of natural resources. A rare alliance of diverse stakeholders that includes the civil society, private sector, NGOs, and government institutions, SECCF holds regular meetings to discuss key threats to the ecosystem, and ways to mitigate them collectively. Working groups within SECCF allow stakeholders with common interests to combine resources to address important issues such as anti-poaching, research, community projects, conservation education and policy.
- In collaboration with the European Union, FZS finances Conservation Research for East Africa’s Threatened Ecosystems (CREATE), a program that investigates key questions on the inter-relationships between poverty reduction, human health, resiliency to shocks and

environmental conservation. The program encompasses not only the Serengeti but also the North Luangwa ecosystem in Zambia, allowing comparisons of such factors as capacity for local governance, local livelihood activities, landscape type and poverty. Partnerships across the two ecosystems also help to identify and scale up best practices and maximize their impact on reducing poverty, improving human health and increasing resilience to disasters, while reducing direct and indirect threats to the two ecosystems.

- Other FZS projects include the creation of Wildlife Management Areas and collaboration with the Maasai to promote forest conservation among many others, and FZS leverages its experience in the Serengeti to expand community conservation in its other projects around the world.



- PARTNERS**
- The European Union
 - Local District Governments in Tanzania and Zambia
 - Tanzanian Wildlife Research Institute (TAWIRI)
 - Tanzania National Parks (TANAPA)
 - Tanzania Wildlife Division (WD)
 - Zambian Wildlife Authority (ZAWA)

WEBSITE
www.zgf.de

FRANKFURT ZOOLOGICAL SOCIETY

Channeling Natural Wealth into Economic Prosperity in the Serengeti



COUNTERCLOCKWISE FROM TOP: FZS, as the primary NGO working in the Serengeti ecosystem, is leading efforts to address escalating threats to natural security and the very heart of Tanzania’s tourism industry. Every year between February and April the Serengeti plays host to some two million wildebeest and zebra as they make their way across the plains in pursuit of greener pastures - the longest and largest over-land migration in the world. *Photo Credit Craig Parker //* Environmental education is one component of FZS’s community conservation programs; during a safari to Serengeti National Park most of these Tanzanian students saw their first wild lion or elephant. *Photo Credit FZS //* FZS is working to enhance wildlife law enforcement in the Selous Game Reserve, home to globally significant elephant and rhino populations, both of which are facing increasingly severe threats from poaching. *Photo Credit FZS*

When animal populations and natural landscapes generate economic benefits, communities have a vested interest in protecting and cultivating their resources.

GLOBAL ALLIANCE FOR CLEAN COOKSTOVES

A Public-Private Partnership
Advancing a Global Market for
Clean Cooking Solutions



COUNTERCLOCKWISE FROM TOP LEFT:
World LPG Association // SNV // Romana
Manpreet

The Global Alliance for Clean Cookstoves is a public-private partnership led by the UN Foundation to save lives, improve livelihoods, empower women, and protect the environment by creating a thriving global market for clean cooking solutions. The Alliance's goal is for 100 million households to adopt clean cookstoves and fuels by 2020. Working with almost 700 public, private, and nonprofit partners across 6 continents, the Alliance is helping overcome the market barriers that currently impede the production, deployment, and use of clean cookstoves in developing countries.

At Issue

Every day almost 3 billion people rely on solid fuels for cooking that, when burned, emit a harmful smoke that causes pediatric lower respiratory infections, lung and cardiovascular diseases, cancers, cataracts, and other ailments. The toll on human life is devastating: 4 million people die annually due to the seemingly simple act of cooking a meal, making household air pollution from cooking smoke the 4th leading cause of death worldwide.

Additionally, open-fire cooking can lead to serious burns; the over-reliance on wood for cooking leads to significant deforestation; and women and children can be put in harm's way as they venture further and further to collect wood each day, particularly in refugee or conflict situations.

The burning of solid fuels for cooking also releases greenhouse gases and short-lived pollutants

into the ambient environment and the atmosphere.

A Market-Based Approach to Make a Difference

Central to the Alliance's efforts to address and arrest this silent killer is the creation of a market for clean, efficient, safe, and affordable cookstoves and fuels. Without a market for clean cooking solutions, it will be almost impossible to adequately and sustainably address the vast cooking needs of the more than 600 million households still using solid fuels in inefficient cookstoves and open fires worldwide.

Central to the Alliance's efforts to address and arrest this silent killer is the creation of a market for clean, efficient, safe, and affordable cookstoves and fuels.

To create and sustain that market, the Alliance is involved in a number of activities, including: setting the first-ever cookstove standards; commissioning and coordinating health, environmental, and livelihood research; conducting extensive market assessments in 18 countries; implementing monitoring and evaluation mechanisms; injecting investor and donor funds into the sector to support entrepreneurship and innovation; and raising awareness about household air pollution among consumers, thought-leaders, and policymakers.

"Well, everything actually."

In her last week in office, Secretary of State Hillary Rodham Clinton recalled a common reaction she would hear when she first started advocating for a clean cookstoves and fuels market, starting when she launched the Alliance at the Clinton Global Initiative in 2010. "Clean cookstoves? What does that have to do with world peace and prosperity and human rights and democracy and freedom?" Well, everything actually," said Secretary Clinton.

In the end, this is all about people and the intimate, life-sustaining act of cooking. One clean cookstove and fuel source can have ripple effects that improve a woman, her family, and her community's health, environment, and economic livelihood.



PARTNERS

Almost 700 public, private, and nonprofit partners including governments, multinational corporations, foundations, academic institutions, manufacturers, nonprofits, and impact investors.

PROJECT SITES

Worldwide. Six priority countries: Bangladesh; China; Ghana; Kenya; Nigeria; and Uganda.

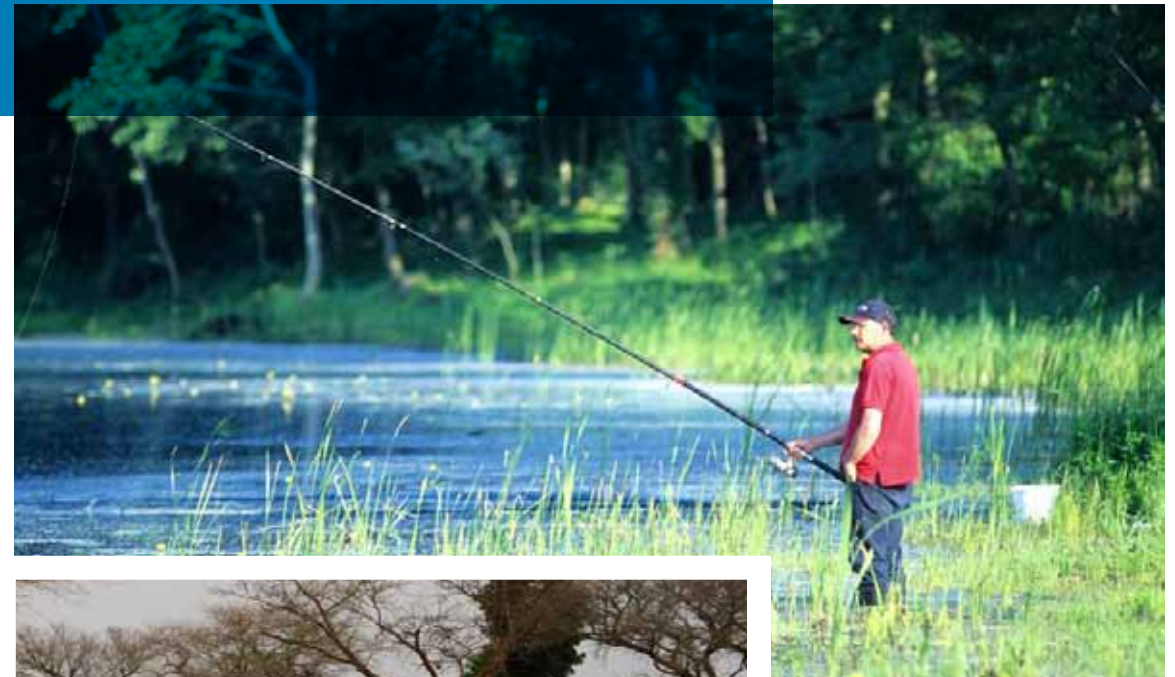
WEBSITE

www.cleancookstoves.org



GLOBAL ENVIRONMENT FACILITY

Champion of the Global Commons



COUNTERCLOCKWISE FROM TOP: Fisherman at the Danube in Croatia. © GEF // Sorghum field under Faidherbia Albida in Niger © GEF // Tuna catch in Kenya. © GEF

The Global Environment Facility (GEF) unites 182 member governments, in partnership with international institutions, nongovernmental organizations and the private sector, to protect and improve the global environment. GEF fulfills its role as a champion of the global environmental commons through grant support for sustainable development projects in biodiversity, international waters, land degradation, persistent organic pollutants, and mercury pollution, among others.

When measured against the total invested in GEF-financed projects, every dollar in U.S. funding leverages about \$52 from other sources.

Established in 1991, the GEF is today the largest multilateral funder of projects benefiting global environmental commons that benefit us all – from fisheries to forests to productive lands. The GEF has allocated more than \$11.5 billion supplemented by \$57 billion in cofinancing for more than 3,200 projects in 165 developing countries as well as 16,000 smaller-scale projects in its Small Grants Programme.

The United States Government has consistently been a leading GEF contributor, and the participation of other countries, civil society, international institutions and the private sector means that U.S. investment goes a long way. When measured against the total invested in GEF-financed projects, every

dollar in U.S. funding leverages about \$52 from other sources. In biodiversity, the GEF has helped place 10% of the world's land area—nearly four times the size of Alaska—under protection, encompassing some 700 threatened species and 30 billion tons of stored carbon. The protected area projects supported by GEF, such as the Amazon Region Protected Areas program, or ARPA, are done in close cooperation with local and indigenous peoples with a focus on sustaining livelihoods. GEF projects foster international cooperation, improved natural resource management, and economic growth and stability in volatile regions, from the Balkans to equatorial rain forests to international waters. Following are descriptions of three GEF projects:

Great Green Wall—Fighting Land Degradation in Sub-Saharan Africa:

The Great Green Wall Initiative (GGWI) engages the GEF and allied organizations with twelve African countries from the Atlantic to the Red Sea to fight land degradation and desertification. Often misconstrued as a tree-planting program, GGWI involves a range of land-use strategies developed by participating countries in the Sahel and Sahara regions addressing the loss of productivity from poor land use practices such as overgrazing and over-reliance on fuel wood. The collective determination of participating countries delivers a scaled-up effort that will bring global environment and adaptation benefits.

Danube River Basin—Danube River Basin Pollution Reduction Program:

Working with 19 countries in central and eastern Europe, the GEF joined forces with partners to address a classic ‘tragedy of the commons’ stemming from industrial and agricultural pollution and overuse that had destroyed wetlands and turned the western Black Sea into a dead zone. GEF grant support and a concerted multinational effort have changed industrial and agricultural practices and helped restore the western Black Sea into a thriving fishery again.

Marine Resources—Protecting High-Sea Fisheries:

Addressing the depletion of tuna and other high-seas resources, the program unites the GEF and international partners with the U.S. National Oceanic and Atmospheric Administration, Bumble Bee Foods, Conservation International, World Wildlife Fund and the International Seafood Sustainability Foundation. This global initiative is the largest campaign of its kind, protecting waters responsible for 10 percent of the global catch. The program, Global Sustainable Management and Biodiversity Conservation in Areas Beyond National Jurisdiction, aims to protect migratory species such as tunas, alone worth more than \$10 billion annually.



WEBSITE
www.TheGEF.org



HEWLETT-PACKARD

Protecting Forest Habitats and Livelihoods



HP partnered with WWF GFTN-Indonesia to provide technical assistance to two logging concessions in Indonesia, helping protect mangrove habitats for the endangered and endemic Proboscis monkey. Photo Credit for both pictures WWF-Indonesia

HP's leading policy for sourcing and using paper products promotes responsible forest management and helps protect wildlife habitats and the livelihoods of people around the globe.

Nearly a quarter of the world's population relies on forests for their livelihoods¹, and those same healthy forests are home to nearly half of the world's animal species². Forests are integral to filtering the water we drink and the air we breathe, absorbing nearly 40 percent of the 38 billion tons of CO₂ we create each year³. Yet deforestation and forest degradation represent up to 20 percent of the global CO₂ emissions humans generate⁴.

At HP, we promote responsible forest management to ensure the perpetual regeneration and harvesting of trees, while protecting wildlife, plants, soil, and air quality. We believe that by helping people be successful and sustainable, we can positively impact the way the world lives and works.

Increasing our commitment to FSC certification

HP's Environmentally Preferable Paper Policy is one of the most stringent in the industry and outlines principles for buying, selling, and using paper and product packaging. It details our aims to increasingly source paper from suppliers that demonstrate a commitment to responsible forestry practices⁵. We became a member of the Forest Stewardship Council® (FSC®)⁶ in 2011, and were among the first major consumer photo paper providers to offer FSC-certified photo paper in Europe and North America.

With HP Everyday Paper, HP is one of the first major OEM office paper brands⁷ to offer only FSC-certified office and copy papers in North America. And

we are on track to achieve our worldwide goal of 50 percent or more of our branded paper being FSC-certified or have at least 30 percent post-consumer waste content by the end of 2015.

To help customers make sustainable printing choices, we sponsored the 2012 Universal Pictures and Illumination Entertainment's 3-D CG feature, "Dr. Seuss' The Lorax." With a message of "Every Inkling Makes a Difference," we encouraged people to choose FSC-certified paper, recycle their print cartridges, and select printers designed with the environment in mind.

Collaborating to promote responsible forestry

As a major initiative to our paper policy, HP is collaborating with Global Forest & Trade Network-North America (GFTN-NA), a WWF initiative linking nearly 300 companies globally that share a commitment to responsible forestry. HP is actively engaged with both FSC and GFTN in growing market demand for credibly certified paper in North America.

In addition, HP is helping to grow the supply of FSC-certified products in other parts of the world. HP is supporting GFTN's efforts to provide technical assistance to two logging companies operating concessions in Indonesia's West Kalimantan Province. The concessions, PT Kandelia Alam and PT Bina Ovavivari Semsta, produce chips for paper and wood charcoal for export to the United States, Japan, and Korea, and are currently the only concessions in Indonesia that are located in

mangrove forests. Mangroves are unique ecosystems that harbor rich biodiversity and provide habitat for the endangered and endemic Proboscis monkey (Nasalis larvatus).

With HP's support, GFTN is training the two companies' management and field staff to implement best practices, such as reduced impact logging, high conservation value identification and management, biodiversity management, and also to address social issues. If the program is successful, WWF plans to replicate it in future mangrove forest management concessions in Indonesia.

¹ FAO (2010); Global Forest Resources Assessment 2010, FAO Forestry Paper 163, FAO Rome.

² Forest Stewardship Council.

³ University of Leeds.

⁴ IPCC (2007); and van der Werf, G.R., D.C. Morton, R.S. DeFries et al (2009); CO₂ emissions from forest loss. Nature Geoscience 2, 737-738.

⁵ HP papers certified under FSC® C017543 or PEFC™ PEFC/29-31-198.

⁶ FSC License code FSC-C017543.

⁷ Major office paper supplier as per NPD data 2012 (www.npd.com).



PARTNERS

World Wildlife Fund's Global Forest & Trade Network (GFTN)
Forest Stewardship Council (FSC)

PROJECT SITES

Worldwide

WEBSITE

hp.com/go/globalcitizenship



If the photographer is using the camera to express his feeling, the relationship he has with this being that he's capturing through his lens, then that picture, that image, is going to reach out to the people looking, and reach into their hearts.... that's what's going to make them want to help.

—Jane Goodall; from *Witness: Defining Conservation Photography*

Do you remember the last time you read a conservation article or saw a presentation with vivid and compelling photographs, and found yourself wanting to do something to protect that place and its people? That was the power of photography Jane Goodall is talking about. This ability to effect change through imagery is the International League of Conservation Photographers' niche, and our strength.

The International League of Conservation Photographers (iLCP) is devoted to **furthering environmental and cultural conservation through photography**. From mountain to marine ecosystems, and from the tropics to the Arctic, iLCP brings increased exposure to such issues as deforestation and dams, mining and drilling, climate change and community development, endangered species and biological corridors, cultural erosion and economic sustainability. iLCP's world-renowned photographers and targeted communication products leverage our partners' efforts by bringing their work into sharper focus for policy makers, opinion leaders and the general public.

Partnering with NGOs, agencies, researchers and donors around the globe, iLCP sends our photographers into the field to

visually document a conservation threat or opportunity. iLCP then produces communication products and campaigns that strengthen our partners' ability to conserve these natural places and unique cultures.

iLCP's commitment to cultural, as well as ecological, conservation is aligned with ICCF's 2013 Partners in Conservation theme of "It's About People." At the start of this year, **iLCP is engaged in a suite of photo expeditions that address this critical intersection of nature and people:**

- documenting the triple bottom line benefits of marine conservation in the Philippines.
- establishing a locally designed and managed artisanal fishing initiative in Honduras that provides sustainable livelihoods to coastal communities.
- identifying location-appropriate options of sustainable tourism for at-risk lands in the out islands of the Bahamas.
- promoting the environmental and economic benefits of protecting old growth forest habitat in the coast range of western Oregon.

iLCP sees the threats to our environment as also threatening a way of life for local people and their communities. iLCP understands that inherent to addressing these threats is the opportunity to pursue a more

sustainable path that will benefit human communities as much as natural communities.

Another way that "It's About People" for iLCP is in our belief **that awe-inspiring photography is an especially powerful force when used in collaboration with committed biologists, advocates, community and religious leaders and policy makers.** Our photography has been displayed on Capitol Hill, for the National Park Service, on national television, and in books and other products distributed to influential players and key decision makers around the United States and the globe.



PARTNERS

- Amazon Watch
- Amigos de Sian Ka'an
- Amigos de Cabo Pulmo
- Arkive
- Centre for Marine Ecology
- Chesapeake Bay Foundation
- Conservation International
- Greater Yellowstone Coalition
- Island Conservation
- Khaled Bin Sultan Living Oceans Foundation
- LightHawk
- National Geographic Society

iLCP

Bringing Conservation Into Focus



PARTNERS CONTINUED

- National Parks Conservation Association
- Natural Resources Defense Council
- Pacific Wild
- Pew Environment Group
- Project Seahorse
- Scripps Institution of Oceanography
- Sierra Club BC
- Skeena Watershed Conservation Coalition
- Summit Foundation
- The Gitga'at First Nations
- The Nature Conservancy
- WILD Foundation
- and many others ...

PROJECT SITES

Worldwide

WEBSITE

iLCP.com

COUNTERCLOCKWISE FROM TOP: Garifuna children swimming near mangroves in Punta Gorda, Roatan during the iLCP Tripods in the Mud Mesoamerica Reef expedition in Honduras. Expedition III for the Summit Foundation grant to work with the Center for Marine Ecology. *Photo Credit Miguel Angel de la Cueva/iLCP* // A boy gathers gastropod eggs during the iLCP Danajon Bank, Philippines Expedition with Project Seahorse. *Photo Credit Luciano Candisani/iLCP*



INTERNATIONAL PAPER

Responsible Forest Management Producing Environmental, Economic and Social Benefits



COUNTERCLOCKWISE FROM TOP: Eucalyptus cuttings being collected from an Indian hedge garden of eucalyptus hybrid saplings. // Casuarina hybrid cladodes being separated for multiplication at the Clonal Propagation Center (CPC) in India. // International Paper responsibly manages eucalyptus forests while preserving and enhancing native ecosystems in Brazil, including Horto Santa Fé in Brotas, Brazil. Photo Credit for all photos International Paper

Brazil

As a large user of wood fiber, International Paper believes in responsible forest stewardship. The company's conservation and biodiversity programs are a core part of International Paper operations in Brazil. On company-owned land in Brazil, International Paper integrates forest planning and management with initiatives to preserve, restore, and enhance native ecosystems.

Stewardship of the forestland and surrounding habitat is ingrained in International Paper's DNA and ensuring that forests continue to thrive globally and in the U.S. is a key part of their commitment to a better tomorrow.

International Paper conducted biodiversity surveys in Brazil to understand its forests more fully and identified around 400 species of animals and 350 different tree species in its forests. The company also set aside approximately 30 percent of its Brazilian forestland, as required by government, and maintains it in its natural state. In December 2011, International Paper created the fifth largest Private Reserve of Natural Heritage (RPPN) in São Paulo state on 2,000 acres of high conservation value forest owned by the company. International Paper also collaborates on

research and development with a range of universities and scientific institutions that aim to continuously improve forest productivity and ecological conservation on its plantations.

International Paper focuses on economic and social development in the communities where the company operates by working to ensure the participation of local people in forestry activities. An environmental education program established by International Paper in Brazil has enabled 70,000 children thus far to visit its forestlands and see first-hand the forest environmental services that provide vital social and economic benefits.

India

In October 2012, International Paper celebrated the one-billionth sapling produced for farmers as part of a long-running farm forestry program initiated by Andhra Pradesh Paper Mills (APPM) in 1989. APPM was acquired by International Paper in 2011. Through this program, high-quality seedlings have been made available—with free technical support on planting—to more than 40,000 farmers who farm fallow, marginal and waste land in the nine coastal districts of Andhra Pradesh, a large state in Southern India. By providing seedlings, International Paper/APPM is introducing trees to an area short in wood supply.

Approximately 90 percent of pulpwood serving the Indian pulp and paper market is sourced from individual tree farmers with very small land holdings. Trees

grown in the program can be harvested in short growth cycles of three to five years.

The saplings cover more than 150,000 hectares and have provided more than 75 million days of employment for the region. The management and harvesting of trees provides employment for local communities and a consistent source of income for tens of thousands of small landowners and their families, often making use of abandoned or degraded lands that would otherwise provide no revenue. The company also provides community support through various activities, such as helping with the education of rural school children, sponsoring mobile medical services, and improving the availability of drinking water.

Recently, International Paper/APPM has initiated a new sapling plantation drive titled "Green Wave" to improve the green cover in Rajahmundry and contribute to eco-conservation. The first step in this drive began with school children planting saplings on both sides of the road from the International Paper/APPM facility up to Katheru village. The program aims to create awareness about the importance of trees among children and reiterate the company's commitment to the communities in which it operates.



WEBSITE
www.ipsustainability.com



Through public-private partnerships, Island Conservation removes damaging invasive alien species—introduced, non-native animals or plants—from islands in order to

1994, together with our partners, we have deployed scientists and staff to remove invasive alien species from 52 islands to protect 994 populations of 389 native species around the world. To date,

that place human communities at risk.

Sustaining nature-based tourism through invasive species removal in the Bahamas

The predominant economic driver in the Bahamas, tourism, is driven in large part by the region's unique biodiversity. In 2013, project partners documented the successful removal of invasive mice from Allen Cay, an essential step in a larger restoration project to protect the IUCN Endangered Allen Cay Rock Iguana and Audubon's Shearwaters. The partnership will replicate this

ISLAND CONSERVATION

Protecting Island Communities, Economies, and Our World's Most Vulnerable Species



CLOCKWISE FROM TOP: Invasive species in Palau spread disease and restrict the types of crops that can be grown and harvested – forcing women out of their role in crop management. *Photo Credit Julia Rendleman /www.juliarendleman.com* // Bahamas National Trust staff celebrates the restoration of Allen Cay, Bahamas. *Photo Credit Island Conservation* // Critically Endangered San Nicolas Island Fox (*Urocyon littoralis dickeyi*) on San Nicolas Island, California. Island Conservation led a successful relocation of feral cats to a mainland California sanctuary in 2009, and today, native species are on a path to recovery. *Photo Credit Island Conservation*



PARTNERS

100s worldwide; partnerships profiled here include:
Small Island Big Difference
 •24 endorsers to date – see website (right) to learn more
Angaur, Republic of Palau
 •Palau Bureau of Agriculture
 •Angaur Islander community

Allen Cay, Bahamas

- Bahamas National Trust
- Dr. John Iverson, Earlham College
- Dr. Will Mackin
- National Fish and Wildlife Foundation's Recovered Oil Fund for Wildlife
- Powerboat Adventures
- John G. Shedd Aquarium

Channel Islands, United States of America

- Channel Islands National Park, US Park Service
- American Trader Trustee Council
- U.S. Fish and Wildlife Service

- National Oceanic and Atmospheric Administration
- CA Dept. of Fish and Wildlife
- CA Institute of Environmental Studies
- The Nature Conservancy

PROJECT SITES

Worldwide

WEBSITE

www.islandconservation.org
 www.smallislandsbigdifference.org
 eradicationsdb.fos.auckland.ac.nz
 tib.islandconservation.org



protect the health, livelihoods, and economies of island communities and to conserve our world's biodiversity.

Invasive alien species negatively impact island communities and biodiversity by:

- Placing native species at risk of extinction;
- Presenting disease risks to island communities;
- Ruining agricultural crops and food availability; and
- Threatening the economies that island communities rely on

Removing invasive alien species from islands has proven to be one of the most effective tools to:

- Prevent species extinctions and restore ecosystems on islands;
- Remove disease pathways and preserve community health;
- Protect crops and improve food security; and
- Sustain local economies

We apply innovative conservation tools to remove invasive alien species from islands

in collaboration with governments, non-government organizations (NGOs), and island communities around the world. As a result, we help secure futures for islanders' culture, health, and economies, while we preserve biodiversity. Since

conservationists have successfully removed invasive species from over 1000 islands worldwide.



This campaign's goal is to increase the local, regional, and global demand and funding for invasive species removals. Increasing the rate of removals is needed to keep pace with the needs to strengthen island communities' resiliency and protect native island species at risk of extinction.

Island restoration project case studies

Ensuring food security and healthy islanders in Angaur, Republic of Palau

Through a public-private partnership, we are working to remove invasive species from Angaur, which will protect islanders from diseases transmitted by invasive alien species that are decimating agricultural crops. The project will enable women to resume their culturally important farming practices, return to a sustainable livelihood, and provide local income to their families. Removing invasive rats and feral cats from other islands also removes pathways for leptospirosis, toxoplasmosis, and other diseases

Island Conservation prevents extinctions by removing invasive species from islands which protects island communities from disease, crop destruction, and erosion of nature-based economies.

success throughout the region to protect threatened native island wildlife and to help sustain the natural capital for a nature-based tourism economy.

Saving U.S. taxpayer dollars by delisting Endangered Species in the Channel Islands, California

It is estimated that the U.S. invests \$1.5 B in protecting Endangered Species each year. The cost of removing invasive species from islands, relative to controlling them on the mainland, is five cents to the dollar. Long-standing conservation partnerships in the Channel Islands National Park have protected Endangered Species like the Island Fox, prevented the Endangered Species listing of the Scripps's Murrelet, and led to a 2013 proposal to delist the Island Night Lizard; annually this saves millions of dollars and supports the nation's \$46 billion wildlife viewing economy.



Marine sustainability at Mars, Incorporated spans a number of the company's product categories—from chocolate to petfood to dietary supplements. Mars believes that competitive businesses can seize profitable opportunities through responsible development of their natural assets. By integrating sound conservation practices into its business model and principles, Mars is ensuring its long-term sustainability.

In 2011, Mars Petcare business was the first to announce its commitment to use only sustainably-sourced fish across its entire petfood portfolio by 2020.

One of the company's more recent marine sustainability projects not only helps to protect natural resources, but is improving the lives of the local people in Indonesia.

Indonesia is the world's largest supplier of ornamental species for the \$300 million marine aquaria trade, which relates to Mars Fishcare business. Unfortunately, the vast majority of these animals are harvested from the wild using destructive methods such as "cyanide fishing," which destroys the coral reefs and kills many more animals than those which survive.

Mars Sustainable Solutions (MSS) initiated a project to work with local fishermen and sustainably produce seahorses. In September 2012, the first-ever shipment of CITES¹-certified seahorses took flight from Indonesia destined for home aquariums in Europe.

The producers of these seahorses live on the small island of Pulau Badi, Indonesia. Haji Mahpud and his family were typical island fishermen who had seen their family incomes fall dramatically to as low as \$20/month in recent years due to diminishing fish stocks and rising costs. Pulau Badi has almost 2,000 inhabitants whose livelihoods are based on traditional fishing practices, with no sanitation services and minimal electrical power supply or other basic services.

The development of a sustainable, alternate livelihood business model to produce ornamental fish, and particularly seahorses, has changed Haji Mahpud's life, increasing net family income to \$300/month from seahorse sales alone.

The production system comprises two 5-cubic-meter concrete tanks, supplied routinely with fresh seawater from cooler, deeper water beyond the island's main jetty. Electrical power is supplied by wind and solar energy. The system, which currently holds more than 3,000 third- to fifth-generation seahorses bred in captivity, took more than two years to perfect and meet CITES standards.

Susan Williams, a Professor at the University of California-Davis and its Bodega Marine Laboratory and an ecologist who studies the trade in ornamental marine species, said that providing an alternative livelihood is the first approach that has made practical sense to her to reduce the impact of the trade on the environment.

The MSS team packaged the business model as a "Social Franchise" and together with a local bank are establishing four more seahorse production units on Pulau Badi and other nearby islands. A large ornamental fish exporter recently committed to purchase 1,000 seahorses per month, and listed other ornamental species he would be interested in buying.

Mars Fishcare will connect U.S. ornamental fish importers with the Indonesian exporter, thereby stimulating the need for expanding production units on Pulau Badi and other nearby islands.

By focusing on the development and adoption of alternate livelihood business models, Mars is helping to drive changes in behavior of small-island and coastal communities.

¹ Convention on International Trade in Endangered Species of Wild Fauna and Flora is an international agreement between governments. Its aim is to ensure that international trade in specimens of wild animals and plants does not threaten their survival.

MARS
incorporated

PARTNERS

Konsorsium Mitra Bahari, in Makassar, South Sulawesi, Indonesia

WEBSITE

www.kmb-sulsel.net/

MARS, INC.

Seahorses Take Flight



COUNTERCLOCKWISE FROM TOP: Seahorse Production photo: Sustainably produced seahorses (*Hippocampus barbouri*). // Seahorse & US Embassy: An ex-fisherman, Haji Maphud, showing his seahorse production system to Ted Osius, Deputy Chief of Mission, US Embassy in Indonesia. Photo Credits Mars, Incorporated

Mars is working directly with fishermen to develop a sustainable, alternate livelihood business model to produce ornamental fish, which is increasing family incomes in small island coastal communities in Indonesia and driving responsible change in the global petcare market.



Healthy ecosystems sustain life—from providing food and clean water to supplying medicines and raw materials. Humans benefit from and depend on virtually every ecosystem on the planet. If managed well, ecosystems are resilient and people can continue to rely on them for generations to come.

Through its Marine Conservation Initiative, the Gordon and Betty Moore Foundation works on the premise that aligning incentives with conservation will achieve lasting benefits for ocean ecosystems and the people who depend on them. The Foundation envisions a working seascape where the ocean provides food, jobs, and recreation without sacrificing ecosystem health. To that end, the Foundation funds a portfolio of grants focused on two of the largest, yet most solvable, threats to the oceans: overfishing (including bycatch and discards of unwanted catch) and habitat alteration. Together, the Foundation and its partners support sustainable use through ocean planning, and reforming fisheries management activities in North America.

Ocean Planning

At its core, ocean planning allows states and regions to design a future for their coastal economy. The leading approach for doing this is known as Marine Spatial Planning (MSP). MSP's strength comes from addressing the impacts of the entire suite of activities occurring in a specific place, balancing human uses with ecosystem conservation to facilitate smart use of the ocean.

To share lessons learned about MSP from places all around the world, the Foundation funded the Step by Step Guide to MSP, published by UNESCO in 2010.

Through support for public-private partnerships, the Foundation has helped launch innovative planning processes, and the tools that can support transparent and scientifically-based planning processes. The Foundation supports ocean data portals that bring together critical biological, human use, and physical data required for planning, and the establishment of processes for public engagement and resolving user conflicts. The Foundation aims to support a broad group of stakeholders, such as ports, tribes, and local officials, in order to represent their interests. The Foundation's work in Canada offers the opportunity to stretch MSP from sea to land in the Marine Planning Partnership for the North Pacific Coast (MaPP) region, with First Nations and provincial governments playing a lead role.

Reforming Fisheries Management

In recent years, effective fishery management reform has been achieved in New England and the U.S. West Coast that aligns economic incentives with conservation. The Foundation

promotes better monitoring of catch, regular assessment of ecosystem health and its capacity to support human communities, and gear modifications to reduce bycatch. Strengthening local institutions and supporting collective management entities like Community Fishing Associations and permit banks helps enhance the effectiveness and durability of management. The fisheries strategy aims to make new management programs work better for fishermen and be more effective at meeting other stakeholder and conservation goals.

Across this spectrum of projects, the Foundation and its grantees aim to build diverse and broad constituent support; promote durable policies, governance mechanisms, institutions, and financing; and support science synthesis, monitoring tools, and technology.

GORDON AND BETTY MOORE FOUNDATION

PARTNERS & PROJECT LOCATIONS

Please see www.moore.org/init-grants-awarded.aspx?init=112 for a full list of our grantees, their web sites, and information about their projects.

WEBSITE

moore.org

GORDON AND BETTY MOORE FOUNDATION

Lasting Protection for Ocean
Ecosystems and the People
Who Depend on Them



COUNTERCLOCKWISE FROM TOP: Fishing fleet in Morro Bay. Photo Credit Rachel Strader // Chatham fishermen offloading their catch. Photo Credit Rachel Strader

The Foundation envisions a working seascape where the ocean provides food, jobs, and recreation without sacrificing ecosystem health.



NATIONAL GEOGRAPHIC

Pristine Seas Boost Marine Conservation



TOP AND LOWER RIGHT: The Pitcairn islands are small and remote, but the surrounding waters are home to a healthy and diverse ecosystem. *Photo Credit Manu San Felix // LOWER LEFT:* The Atlantic coast of Gabon. *Photo Credit Michael Nichols*

As the National Geographic Society commemorates its 125th anniversary year, it celebrates a new age of exploration—one that embraces not only the spirit of adventure, but also the search for new knowledge, new solutions to global issues, and engaging communities in discovery.

National Geographic's **Ocean Initiative** supports individuals and organizations

Marine reserves are an effective tool for protecting biodiversity locally, with potential economic benefits including enhancement of local fisheries, increased tourism, and maintenance of ecosystem services.

that are using creative and entrepreneurial approaches to marine conservation. Through the initiative, our explorers are working with governments, nongovernmental organizations, and local communities to promote and create new Marine Protected Areas (MPAs), which can provide economic benefits to communities through increased fisheries catches and an enhanced tourism industry.

National Geographic Explorer-in-Residence Enric Sala has said

that our over-fished oceans are like a debit account where we keep withdrawing but never making any deposits. With the support of National Geographic, he is working to correct the balance in favor of oceans. As part of the initiative and its Pristine Seas expeditions, Sala conducts surveys of some of the last pristine ocean habitats in the world. By working to protect these relatively undisturbed places, we can learn how to help healthy reefs thrive, help unhealthy reefs recover, and help communities and governments find new and better ways to preserve their resources.

In 2012, Sala teamed up with fellow National Geographic Explorer-in-Residence Mike Fay to conduct land and sea surveys of marine environments in the Pacific and Africa. In the spring, they traveled to the Pitcairn Islands to assess the health of the four islands there. Their surveys—more than 450 hours underwater—revealed healthy marine ecosystems with intact coral communities and robust fish populations dominated by top predators like sharks. These remote ecosystems also harbor unique biodiversity including fish species previously unknown to science.

Ultimately this work will help Pitcairn residents protect the natural resources on which they depend. Because of their remote location, the islands have largely been untouched by human impact, but threats from industrial fishing and air pollution are growing. After viewing the National Geographic

team's survey reports and photography of the abundant wildlife in the waters, they unanimously voted to ban commercial fishing from their exclusive economic zone, the 200-mile-radius area around each of their four islands. If the UK's Foreign and Commonwealth Office decides to implement the plan, it would create the largest marine reserve in the world.

In the fall Fay and Sala co-lead an expedition to the coastal marine environments of Gabon. Fay's Megatranssect of Gabon's untouched wilderness in 1997 brought attention to central Africa's last pristine forest and led Gabon's government to dedicate 11 percent of the country as national park land. Gabon also has hundreds of kilometers of pristine beaches and coastal lagoons, with healthy populations of humpback whales and sea turtles. Little is known about the region's underwater wildlife though, and there is no marine park system in place to protect it. This joint expedition of National Geographic, the Waitt Institute for Discovery, and the Wildlife Conservation Society is an initial step in providing the necessary research for conservation measures.



PARTNERS

Blancpain
Davidoff Cool Water

WEBSITE

nationalgeographic.org/ocean



THE NATURE CONSERVANCY

The Caribbean Challenge Initiative: Transforming Marine Conservation for a Sustainable Future



COUNTERCLOCKWISE FROM TOP: Bonefish habitat was protected when The Bahamas expanded Andros West Side National Park, helping safeguard an important economic species for local fishing guides. © Jonathon Kerr/TNC // Fishers on southeastern coast of the Dominican Republic depend on healthy coral reefs in Santuario Marinos Arrecifes del Este to sustain their livelihoods. © Mark Godfrey/TNC

The future of the people of the Caribbean is inextricably linked to the health and bounty of the Caribbean Sea. The region is one of the Earth's most biologically-rich marine areas—and one of the most populated. Fishing and tourism are the region's leading economic drivers, and most residents depend upon marine and coastal resources for their livelihoods and sustenance.

Today, the Caribbean's natural resources are at risk. The region's major fisheries are overexploited. Up to 75% of its coral reefs – the lifeblood of fishing and tourism – are damaged or threatened.

The Caribbean Challenge Initiative (CCI) can turn the tide and protect the sea's bounty for future generations. The CCI is a USAID-supported effort led by ten visionary Caribbean governments who have committed to expand their national protected areas systems to cover at least 20% of their near-shore marine/coastal environment by 2020, and to sustainably fund and effectively manage the parks. Since its launch in 2008, the governments of Antigua and Barbuda, The Bahamas, British Virgin Islands,

Dominican Republic, Grenada, Jamaica, Puerto Rico, St. Kitts and Nevis, St. Lucia, and St. Vincent and the Grenadines have endorsed the CCI. These visionary leaders hope to inspire other Caribbean countries and territories to join them to create a truly region-wide initiative.

The CCI will create a robust network of managed and funded marine protected areas (MPA) across the Caribbean. In four years, over 50 new parks and MPAs have been created or expanded. In 2009, the Dominican Republic increased its national protected area system by 3,264,322 acres. Of that, nearly 83% is marine habitat, including Santuario Marinos Arrecifes del Este, a 1,942,742-acre park established to protect coral reefs, basking sharks and sea turtles. In 2011, The Bahamas expanded Andros West Side National Park from 182,032 acres to 1,288,167 acres to safeguard ecologically and economically significant marine and coastal habitat and species, including bonefish. Anglers after this highly prized "catch and release" fish support local fishing guides and contribute nearly \$141 million annually to the Bahamian economy.

Effective protected area management is a key component of the CCI. USAID support brought management to Grenada's Sandy Island Oyster Bed Marine Protected Area. This MPA protects a dynamic marine and coastal ecosystem that includes an extensive coral reef system, mangroves and sea grass beds. Officially launched in 2010,

the MPA has trained wardens, boundary demarcation and basic infrastructure.

USAID also supported efforts in the Dominican Republic to generate sustainable financing for protected areas. The CCI builds on those efforts while helping other participating countries create sources of sustainable funding for park management. Those national resources will be matched by the Caribbean Biodiversity Fund, a \$40 million regional conservation trust fund. Donors, including Germany, the Global Environment Facility, The Nature Conservancy and the Italian government, invested \$57 million in the first phase of the CCI. Phase 2 was launched at the May 2013 Summit of Caribbean Political and Business Leaders, bringing new marine conservation and funding commitments for the initiative.



PARTNERS

The German government
The Italian government
The Global Environment Facility
USAID

PROJECT SITES

Worldwide

WEBSITE

www.nature.org/ourinitiatives/regions/caribbean/caribbean-challenge.xml



Creating Shared Value

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

We employ more than 339,000 people and have operations in almost every country in the world, and we recognise that this global and local reach that we take pride in brings both opportunities and responsibilities: to do business in compliance with national laws, international standards and our own Nestlé Corporate Business Principles; and in ways that help protect the environment for future generations. Our commitments to compliance and sustainability form the foundations on which we build our actions in Creating Shared Value.

Training and development of farmers

We depend on over 5 million farmers who grow the raw materials that go into our products. So, their wellbeing, closely linked to rural development, is at the very heart of our company and is one of our three Creating Shared Value focus areas, along with nutrition and water.

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

Nestlé has trained over 273,000 farmers in 2012 through its capacity-building programmes.

Our approach includes purchasing directly from more than 690,000 farmers. In addition, we work on capacity building and provision of training to farmers in order to encourage sustainable production as well as protect the supply and quality of our raw materials. This engagement – focused mainly on the efficient use and conservation of water, land conservation, access to clean water for farming communities, improving the status of women in rural communities and improving education – leads to greater yields of higher quality and more varied crops for Nestlé, and increased income and higher standards of living for the farmers we source from.

We depend on increasingly constrained natural resources, so we're helping protect the environment now and for future generations – improving environmental efficiency in our own operations, involving our partners to continuously optimise

the environmental performance of our products along the value chain, as well as engaging with our employees to train and share best practices.

Our long-term vision

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



Good Food, Good Life

PARTNERS

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

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

PROJECT SITES

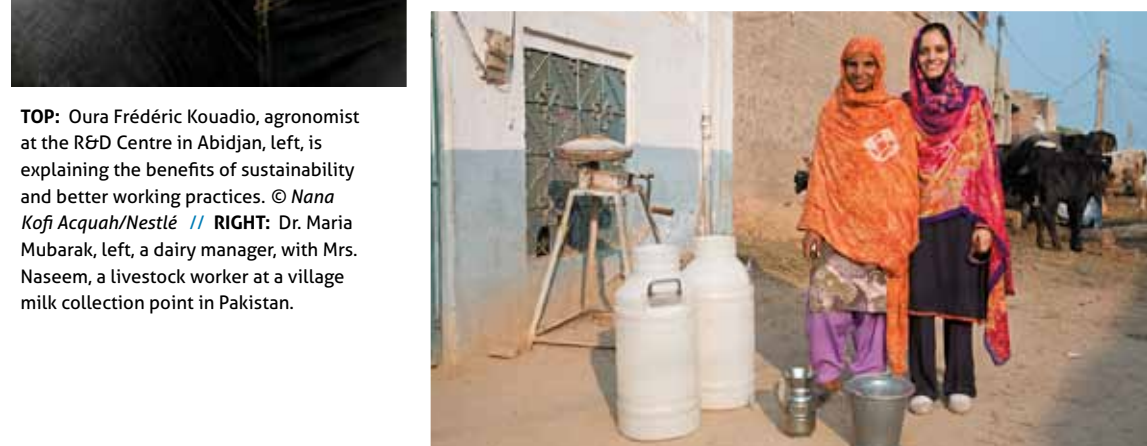
Worldwide

WEBSITE

nestle.com

NESTLÉ

Creating Shared Value: It's About People



TOP: Oura Frédéric Kouadio, agronomist at the R&D Centre in Abidjan, left, is explaining the benefits of sustainability and better working practices. © Nana Kofi Acquah/Nestlé // **RIGHT:** Dr. Maria Mubarak, left, a dairy manager, with Mrs. Naseem, a livestock worker at a village milk collection point in Pakistan.



OL JOGI

The Ol Jogi Conservation Model - Sustainable Wildlife Conservation that Benefits the People



COUNTERCLOCKWISE FROM TOP: Portrait of a Maasai warrior; the Maasai are an integral part of Ol Jogi and its surroundings. © Ol Jogi Archives // Students from a local school posing in front of the Ol Jogi habituated Elephants. This forms part of the conservation education program that host over 7,000 students a year. © K. Kuria, GM Ol Jogi Ltd

Population and consumption trends have put the environment and the services they provide to people in a precarious position. The Ol Jogi conservation model is paramount to the survival of thousands of wild animals as well as the economic opportunities enjoyed by the local community.

Ol Jogi comprises 58,000 acres of pristine wilderness in Kenya's Laikipia District. Our core focus is "conservation for posterity," and we endeavor to better our management practice in a bid to achieve a "sustainable private-sector conservation model." We host several, globally recognized endangered species of wildlife including: Eastern Black Rhino, Southern White Rhino, Elephant, Grevy's Zebra, African Wild-dogs, Reticulated Giraffe, Cheetah, Lions and the "Laikipia" Hartebeest to name a few.

Ol Jogi plays an important role within a greater conservation landscape. Geographically, we are situated in a wildlife migration route that is timeless, and our management allows for its continuation. Our neighbors include other private sector organizations, many of whose core business is cattle production, but they also host wildlife. In addition, the Maasai play an integral part of this environment, and we nurture our relationship with them as well as all other communities & tribes in the region.

The Ol Jogi model is of international importance because of the breadth and variety of biodiversity we safeguard, preserving a part of Africa in its natural state. By doing this, we strive to retain Kenya's indigenous wildlife for future generations whilst ensuring that our goals complement those of our neighbors as well as local and national government. We employ in excess of 350 people, most of whom reside locally. We also act as a grass bank for community cattle when their resources are depleted and actively assist them

to rehabilitate redundant ground for better productivity within their own lands.

We recognize the importance of education at Ol Jogi and the role that future generations will play in the survival of this environment. We have an extensive education program that hosts in excess of 7,000 Kenyan school children annually. This program is pro bono within our wildlife rescue center and sensitizes children to the importance of wildlife and conservation. Our focus is that wildlife numbers in Kenya are in decline and that we must stop this trend. In addition, wildlife is the predominant driver of the tourism industry in Kenya, and travel and tourism contributed in excess of 13.7% of Kenya's total GDP in 2011. Forecasts indicate a growth of 3.7% annually from 2012 – 2022.



PICTURE TOP: A coalition of 3 beautiful lions that have settled in Ol Jogi. © J. Gaymer, Ol Jogi Ltd

At Ol Jogi we recognize the importance of partnerships in order to achieve our vision. Within Laikipia we partner closely with county government in order to streamline our objectives. We work alongside the Kenya Wildlife Service to provide the best for the wildlife and the Kenya Police to support local security which is key to our mutual success. Internationally, we work closely with a number of conservation organizations.

We have recently partnered with ICCF whose vision of securing the world's natural wealth for the use of future generations is very much aligned with our own. By working together we are having a positive impact for the wildlife and for the people. Successful models can be replicated and we can face our shared challenges together. It is our mutual prerogative to ensure that our children will one day be able to enjoy that which we have been privileged to witness within our lives.

Growing populations and demand for resources have put the environment in a precarious position. The Ol Jogi conservation model is paramount to the survival of thousands of wild animals as well as the economic opportunities enjoyed by the local community. In addition to the direct economic benefit that they derive from Ol Jogi, we also have an extensive community development program. We provide schools, scholarships and bursaries, local healthcare initiatives, sustainable water management initiatives and more. It should not be forgotten however, that this is only effective whilst we maintain our conservation initiative.



PARTNERS

Kenya Wildlife Service
Naibunga

WEBSITE

www.oljogi.org



Environmental protection and conservation must be balanced with social and economic factors in order to achieve sustainability.

Situated in one of Kenya's most spectacular landmarks—The Great Rift Valley—Oserian has farmed in harmony with the region's flora and fauna for almost half a century.

Oserian translates as **“Place of Peace”** in the language of the Masai people, and the story of Oserian is one that encompasses a passion for beauty and peace. This translates into a love for flowers, and a compelling desire to conserve nature's riches which are our heritage.

Flower farming was first introduced to Oserian in 1982 when Hans and June Zwager planted their first crop of Statice. Today Oserian is one of the largest and most successful floriculture ventures in the world. Peter Zwager, who is now the Chairman of the Mavuno Investment Group, has pioneered technological developments at Oserian Farm that contribute enormously to Kenya's food security – from the creation of tissue culture laboratories to produce clean banana planting material to green production systems embracing our natural resource wealth, such as geothermal energy, in order to harness natural systems in the commercial arena. Oserian pioneered flower farming in Kenya and has played a significant role in creating the global markets as we know them today.

One of Kenya's largest flower farms, Oserian is also a global model of excellence, which has enabled us to become **‘Champions of Nature’**.

Oserian Farm cultivates over 200 hectares of cut flowers and is one of the world's largest Fairtrade cut flower producers. Oserian grows a wide range of cut flowers including roses, statice and spray carnations.



PICTURE TOP: Roses & Rhinos Photo Credit Suzanne Zwager

Oserian demonstrates its commitment towards its people through innovative projects which aim to continually improve the standard of living and quality of life of our people and our surrounding communities.

We appreciate that we are only as good as our people, and therefore employee and community welfare is key to our sustainability as a business and our natural environment.

The initiatives created by Oserian, funded from the sale of ethically traded flowers, include projects to improve health, education, water and sanitation – to name but a few. These developments have enhanced the lives of our own people as well as those in neighboring communities.

We systematically cultivate the areas between fields and surrounding properties by encouraging the growth of various native grasses, herbs, and shrubs that help form complementary natural relationships with our crops, a process known as permaculture.

These areas are important habitats for birds, small mammals, reptiles and a variety of insects. They also act as corridors for the larger species of wildlife.



Oserian encourages its neighboring communities to support reforestation projects. Tree seedlings are donated from the farm every year to the communities for planting, thus ensuring additional growth of more than 10,000 trees each year.

Oserian has also been a key sponsor of the Oserengoni Wildlife Conservancy which borders the Rift Valley's Mau Escarpment. The conservancy has a number of projects in place to protect white rhino, grevy zebra, colobus monkey, leopard, lion, wild hunting dog and the aardvark - all of which are species classified at different levels of endangerment.

The Oserian philosophy of **“People, Planet and Profit”** is key to creating the balance we need by creating the value from the business that supports people's needs by using nature's resources while at the same time conserving and protecting our environment for future generations.



PARTNERS
Kenya Wildlife Service
Lake Naivasha Riparian Association
Oserengoni Conservancy
UNEP
WWF

WEBSITE
oserialian.com

OSERIAN

Conservation Driven By Sustainable Enterprise



COUNTERCLOCKWISE FROM TOP: Nature in our Hands. Photo Credit John Owles // The Beauty of Mother Nature. Photo Credit John Owles

Oserian has pioneered numerous breakthrough products and services on its farm that have contributed to Kenya's food security and floriculture, including clean banana planting material that reduces incidence of disease, improves market value, and is rich in vitamins and minerals.



PACIFIC GAS AND ELECTRIC COMPANY

Advancing Sustainable Solutions



COUNTERCLOCKWISE FROM TOP: Through its Habitat Conservation Plan, PG&E is working to avoid and minimize impacts to sensitive species, such as burrowing owls. // PG&E continues to work with government agencies and other groups to restore 48 miles of salmon and steelhead habitat through the Battle Creek Habitat Restoration Project, a multi-year effort involving reconstruction of PG&E's hydro facilities. *Photo Credit Ian Shive*

Pacific Gas and Electric Company (PG&E) is one of the nation's largest utilities, delivering energy to 15 million people—approximately 1 in every 20 Americans—throughout a 70,000-square-mile service area in northern and central California.

PG&E understands that environmental excellence is an integral part of its basic business and is also part of its broader commitment to sustainability that includes using resources efficiently, advancing clean technologies, and protecting vital species and habitats.

As one of California's largest land owners, PG&E has a long history of managing lands and waters in a responsible and environmentally sensitive manner. For example, PG&E's vast hydroelectric system, with a generating capacity of nearly 4,000 megawatts, has long been a vital source of clean energy for California. In managing this system, PG&E has made it a priority to work collaboratively with stakeholders to protect fisheries and other natural resources. PG&E sees these assets as continuing to be an important part of its power mix for years to come.

Additionally, PG&E's network of pipes and wires can traverse unique and sensitive habitat, and the company recognizes its obligation to protect these resources while performing its operations and meeting its customers' expectations regarding reliability and service.

To that end, PG&E partners with multiple stakeholders to ensure that its actions to deliver safe, reliable and affordable service integrate its strong commitment to the environment, its employees and the customers and communities it serves.

Over time, these and other efforts have earned PG&E more than 200 awards in recognition of its environmental commitment. This includes earning "Wildlife at

PG&E continuously strives to deliver safe, reliable and affordable natural gas and electric service to its customers by partnering with stakeholders to achieve the right balance between environmental needs, energy reliability, and the well-being and vitality of its employees, and the communities and customers it serves.

Work" certification from the non-profit Wildlife Habitat Council for four sites and the group's certification for educational programs at a fifth site.

Other recent highlights of PG&E's stewardship of California's natural resources include:

- **Implementing** its Habitat Conservation Plan for the San Joaquin Valley region—the first in a series of plans that the company is developing for its service area to ensure compliance with the federal and California Endangered Species Acts.

- **Working** in close cooperation with the Pacific Forest and Watershed Lands Stewardship Council to permanently protect more than 140,000 acres of company-owned watershed lands.
- **Adopting** an innovative Avian Protection Plan to reduce the risk that overhead wires and electrical equipment pose to birds, such as golden eagles. PG&E's plan is one of the most comprehensive in the nation and includes annual targets to retrofit power poles to make them "bird safe."
- **Adopting** voluntary "safe harbor" agreements with the U.S. Fish and Wildlife Service at two sites that enable PG&E crews to safely maintain and operate equipment while enhancing habitat for sensitive species in these areas.



PARTNERS

Audubon California
Center for Land-Based Learning
Federal and State Agencies
Stewardship Council
The Nature Conservancy
Wildlife Habitat Council

PROJECT SITES

California

WEBSITE

pge.com/environment



PRUDENTIAL

Engaging Sustainably to Create Long-term Value



Prudential is making investments in environmental infrastructure—natural systems which are critical to the resilience of our communities and the strength of our national economy.

American Forests, Prudential's partner, protects and restores forests, preserving their significant environmental, societal, and economic benefits.

As a leading life insurer and asset manager, Prudential is committed to keeping our promises and to doing business the right way. We strive to create long-term value through strong business fundamentals, consistent with our mission, guided by our vision and directed by our company's core values.

We firmly believe that a resilient environment creates and preserves value for our customers, employees, investors and neighbors. But it takes more than the company's commitment to achieve this goal. By engaging our employees and building partnerships with communities and other businesses, we have built a long-standing practice at Prudential of stewarding our resources and investing in environmental initiatives that make a difference.

With the help of company-sponsored programs and other support, our employees have shown outstanding leadership in their communities, tackling significant conservation projects. Supporting our business partners, Prudential has made more than \$2 billion of investments in renewable energy and more than \$5 billion in LEED certified real estate. And last year, we celebrated the installation of our sixth solar array at one of our large regional office sites, which allowed us to reach our 2013 greenhouse gas reduction goal six months early.

In 2010, we broadened our environmental engagements to draw in new partners and focus

on a foundational element of economic resilience: forests. Forest ecosystems offer watershed protection, improve water quality, purify air and



store carbon. They provide habitat to more than half of all terrestrial species. They offer an incomparable venue for recreation for millions of people. And, in the case of our National Forests, they provide an economic boost to the surrounding communities.

The 2010 project started through a collaboration that included Prudential, American Forests, and our registered shareholders. The focus: to strengthen U.S. national forests. Beginning with Prudential's 2010 Annual Meeting of Shareholders—and continuing each year since then—any registered shareholder who voted in the election was able to choose either to have a tree planted in an American Forest reforestation project or to receive a reusable shopping bag. Thanks to them, as of early 2013, nearly 350,000 trees have been placed in national forests devastated by fires or insect infestation.

For many years, Prudential's Board and executive team have actively engaged with shareholders to improve communication, increase transparency, strengthen mutual trust and encourage dialogue on issues of shared concern. Voting in annual elections is another

way that shareholders can communicate with the company. Our reforestation initiative has significantly increased participation in Prudential's annual elections.

We think our employees, neighbors and communities benefit from stronger forests, as well. Each of the projects we supported has been near an area where significant numbers of Prudential employees and customers live and work—providing opportunities to volunteer and improving the overall quality of life in those regions.

The impact of recent natural disasters also provides object lessons for all of us in the need to harden resilience in our communities. We are ready for the challenge—and look forward to strengthening environmental infrastructure in partnership with all our stakeholders.



PARTNERS
American Forests

WEBSITE
www.prudential.com/sustainability



QUALCOMM

SootSwap: A Mobile Application to Monitor Use and Incentivize the Adoption of Clean Cooking Technologies



Switching to clean cookstoves can reduce the amount of firewood used in open fires, as well as leading to improved health outcomes for users.

COUNTERCLOCKWISE FROM TOP: Project Staff demonstrating the improved forced draft cookstove to users. // Project staff testing the SootSwap application in the field laboratory in the village. Photos courtesy of Nexleaf Analytics

Approximately three billion people, about 40 percent of the world's population, depend on traditional cookstoves that use fuels like firewood, cow dung and crop residues for their cooking needs. The Global Burden of Disease Study 2010 estimates that four million people die each year as a result of inhaling the smoke produced by cooking over traditional cookstoves. Switching to clean cookstoves can reduce the amount of firewood used in open fires, as well as leading to improved health outcomes for users.

Clean cookstoves are commercially available but cost between US\$50 – US\$100 each, and hence are currently unaffordable for most users who live on less than US\$2 per day. Registered carbon credit programs are beginning to provide financial incentives for reducing carbon emissions through the use of clean cookstoves. Estimates suggest that a family could earn enough money selling carbon credits on the carbon market to finance a clean cookstove within two to five years. However, it is difficult and expensive to verify the reduction in carbon emissions produced by clean cookstoves, making it a challenge to apply carbon credits to the use of improved cooking technologies.

To address this challenge of accurately and affordably verifying the use of a clean cookstove, SootSwap, a state-of-the-art mobile-phone-based

Qualcomm's support for development of the SootSwap mobile application will incentivize rural families in India to use clean cooking technologies, thereby improving health outcomes and saving money for citizens of an important American trade partner.

temperature sensing application has been developed by Nexleaf Analytics through support provided through the Qualcomm Wireless Reach program.

The SootSwap system includes a mobile-phone-based temperature sensing application and a thermal sensor that connects to a Brew® CDMA or Android phone. Whenever the cookstove is used the temperature data of the cookstove is wirelessly uploaded from the cell phone to a server via a mobile broadband network. Analysis of the temperature data indicates the number of times a stove is used and the duration of each use, enabling remote verification of stove usage. This capability will make data available to carbon market investors as proof of reduction in carbon emissions. Investors can then purchase the validated

credits and transmit money directly to the families using the clean cookstoves.

The SootSwap application will be used in a pilot covering 250 families living in villages of India where these families will receive a clean cookstove, facilitated through bank finance, and a cell phone running the SootSwap application which will track the usage of the clean cookstove. Thus the cell phones running the SootSwap application will be used to audit and trade carbon credits, and the monetary returns to the users can provide an incentive for the broad adoption of clean cookstoves.



PARTNERS
Nexleaf Analytics
Project Surya
The Energy and Resources Institute,
New Delhi (TERI)
Qualcomm Wireless Reach

WEBSITE
wirelessreach.com



The Rainforest Alliance works to develop sustainable solutions to global demand for forest and tropical agriculture products. Tea, the world's most popular beverage after water, is grown on more than six million acres of land, thriving in tropical and subtropical regions and cultivated on both small farms and large plantations. Like any tropical crop, tea farming can have a downside—both for the environment and for workers.

Thanks to sourcing commitments from market leaders and successful efforts to scale up training worldwide, the Rainforest Alliance is rapidly transforming the tea industry. Tea farms are conserving natural resources while simultaneously providing for social and economic viability through implementation of policies and procedures to identify and consider the health, employment and natural-resource impacts of their activities on local populations. To date, the Rainforest Alliance has trained over 620,000 tea farmers worldwide, and over 450,000 farms are Rainforest Alliance Certified™.

In 2007, Unilever—the maker of Lipton, the world's largest tea brand—committed to sourcing all of its Lipton and PG Tips bagged tea from Rainforest Alliance Certified™ farms by 2015. Unilever's Kericho estate in Kenya is the world's first Rainforest Alliance Certified tea farm, covering 32,000 acres that showcase the environmental and economic rewards of sustainability.

One key benefit of the certification program is that growers can obtain higher prices for their tea, thus raising

their incomes and significantly improving their quality of life. In a 2012 analysis conducted by LEI Wageningen University, more than half of farmers who achieved full certification indicated that they had received a higher price or financial bonus. "The money means we are saving, so we can afford to educate our daughters at secondary school and university," says Rael Chekat Limo, a tea-leaf plucker.

Tea farmers are rapidly adopting sustainability standards, raising their incomes and improving the health of their farms at the same time.

The university study also found that farmers' knowledge and application of better agricultural practices increased, such as the use of riparian buffer zones, planting vegetative barriers to prevent soil erosion and the proper disposal of household waste. Certified farms also help provide for other benefits for workers, such as access to health care, decent housing and worker protections.

To meet the rapidly growing demand for Rainforest Alliance Certified™ tea, other farms in Kenya, as well as in other countries, have started to implement the sustainability standards of the Rainforest Alliance. On estates in southern India, the reduction in pesticide use and adoption of efficient waste management systems has led to an increase in bird species as well as more frequent sightings of bison, leopards, deer and elephants.

In addition to tea, the Rainforest Alliance is working with rooibos

(red bush) tea farms in South Africa. In 2010 South African farm Zeekoevlei-Boerdery became the first Rainforest Alliance Certified rooibos tea farm. More than 12,000 acres of rooibos cultivation are now managed under sustainable farming practices. In addition, two other companies have launched Rainforest Alliance Certified rooibos products: Tetley offers Redbush, and the Republic of Tea offers Green Rooibos. Sourcing commitments such as these are sustaining efforts worldwide to maintain healthy farms, which in turn aid in alleviating poverty and providing social benefits.



PARTNERS

- Bettys & Taylors of Harrogate
- Critical Ecosystem Partnership Fund
- Flanders International Cooperation Agency (FICA)
- Kenya Tea Development Agency Holdings Ltd (KTDA)
- Rwanda National Agriculture and Export Board
- Sustainable Trade Initiative (IDH)
- Teekanne
- Tetley Tea/Tata Global Beverages
- UK Department for International Development (DFID)
- Tea Board of India
- Tea Association of Malawi
- Tea Research Institute of Tanzania
- Unilever Plc.

PROJECT SITES

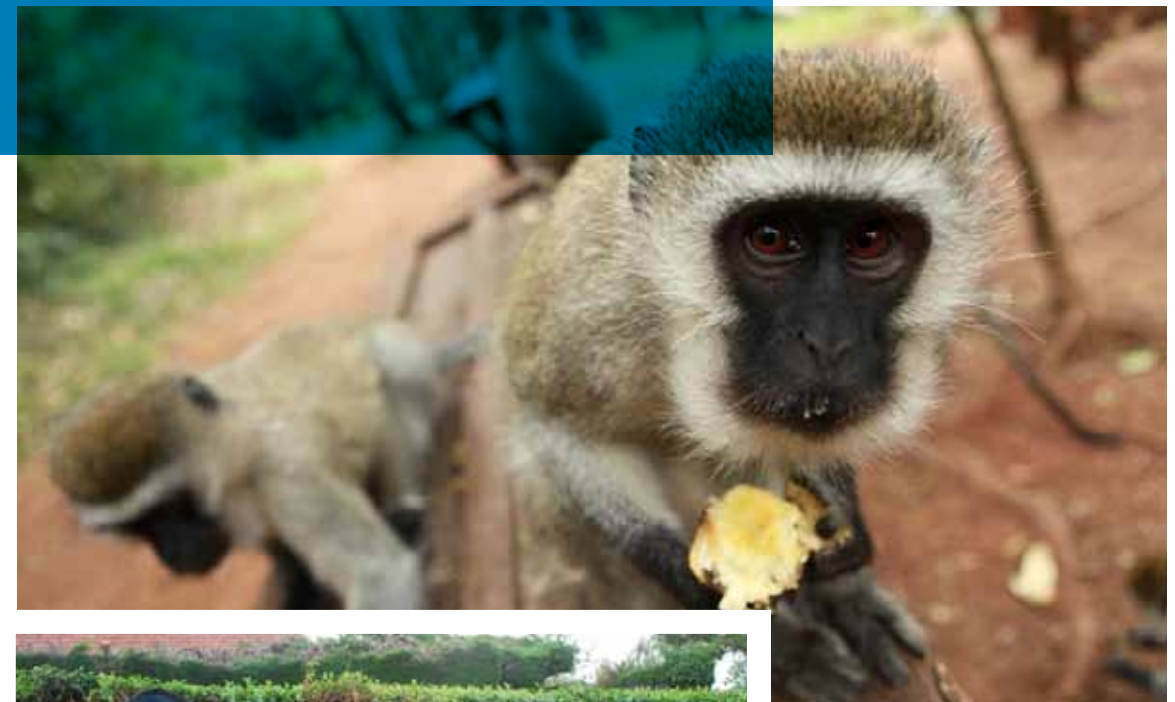
- Argentina, Bangladesh, Brazil, Burundi, China, Ecuador, India, Indonesia, Kenya, Malawi, Rwanda, Sri Lanka, South Africa, Tanzania, Turkey, Uganda, Vietnam, Zimbabwe

WEBSITE

rainforest-alliance.org

RAINFOREST ALLIANCE

Achieving Sustainable Tea Farming for Environmental & Social Benefits



COUNTERCLOCKWISE FROM TOP: The Kericho Estate contributes to environmental well-being by planting native trees, restoring wetlands and supporting a monkey sanctuary. *Photo Credit Caroline Irby, 2009* // Certification requires that children have access to education and prohibits forced labor on farms. *Photo Credit Charlie Watson, 2009* // Rainforest Alliance certification promotes the reduction of chemical pesticides. In cases where pesticides must be used, farmers receive training on safe handling of agrochemicals and protective clothing. *Photo Credit Caroline Irby, 2009*



RARE

Conservation on a Human Scale



COUNTERCLOCKWISE FROM TOP: Local Fishers deploy marker buoys for the marine protected area in Cebu, Philippines. © Vincent Lumbab // Meloy, the leopard grouper mascot from the Philippines, captivates children and adults teaching them to report illegal fishing activity. © AG Sano // Rare Conservation Fellow Renante "Tian" Cempron inspires his community in the Philippines to adopt more sustainable fishing practices. © Rare

Conservation ultimately comes down to people—their behaviors toward nature, their beliefs about its value, and their ability to protect it without sacrificing basic life needs. Rare has developed a method for motivating behavior change and community support for conservation that has been tested and refined in more than 250 sites in 56 countries to date: the Pride campaign. These two-year programs build natural resource wealth management™ capacity in local leaders. By creating a stronger emotional and cultural connection between people and their environment, these campaigns have been used to dramatically reduce human-related threats to important ecosystems from the Caribbean to Latin America and from Africa to Asia.

Rare's first global initiative aims to restore near-shore fisheries in the developing tropics. The initiative combines Rare's signature Pride campaigns to boost social cohesion and empower fishers to develop community-based management systems that also include exclusive-access privileges, no-fishing areas, and enforcement.

Rare at Work

Rare Conservation Fellow Renante "Tian" Cempron is from a remote corner of the Philippines, Inabanga. Just like the estimated 120 million other small-scale fishers around the world, Tian's father does his best to make a living and feed his family from the sea. Human pressures have resulted in smaller fish and smaller catches,

forcing many to resort to illegal and dangerous fishing techniques like dynamite fishing.

Although a marine sanctuary was established in Inabanga in 2000 to help reefs recover, a lack of enforcement and understanding resulted in no change of fate for local fishers. In 2010, Tian and the municipality for which he works partnered with Rare to run a Pride campaign to rally community support for sustainable fishing. He used commercial marketing techniques, including posters,

95% of Rare alumni are still working in the conservation field.
52% of alumni have run second and third campaigns — funding these projects on their own.
73% of alumni sustained their campaigns after the formal relationship with Rare ended.

t-shirts and a mascot to spread the campaign's message. Tian also set up a hotline for the community to report illegal fishing incidents inside the marine sanctuary, which received anonymous texts resulting in apprehensions for the use of illegal nets.

Tian was not alone. Rare mentored 11 other fellows to promote sustainable fishing in the Philippines. Across the 12 communities, fish biomass increased by an average of

39 percent and documented intrusions in marine sanctuaries decreased from 81 to 15—all in one year. At Tian's site, fish biomass within the marine sanctuary increased by 433 percent.

With generous support of USAID and in response to increasing demand of mayors across the country for Rare's unique approach to sustainable fisheries management, Rare launched another group of 14 campaigns in the fall of 2012, building on the success of Tian and his colleagues.

Rare Around the World

Rare has training centers that operate in multiple languages in the United States, Mexico, China, Indonesia, Micronesia, and the Philippines. In partnership with The University of Texas at El Paso, Rare has developed the world's first globally accredited master's degree in communication for conservation practitioners.



PARTNERS

Inabanga Local Government Unit; Hambongan Marine Sanctuary and Inabanga Triangle

PROJECT SITES

Worldwide

WEBSITE

www.rareconservation.org



In Africa, Southeast Asia and South America, the Rare Species Fund supports varied grassroots wildlife conservation programs and enlists local people in the development and fulfillment of these projects. Direct involvement provides



PICTURE TOP: Animal ambassadors from the RSF engage millions of people per year in the world of wildlife conservation. Photo Credit Rare Species Fund

Africa

In Zimbabwe, the Fund is helping to ebb the tide of poaching, particularly within the national parks, through the support of anti-poaching patrols. The RSF helps supply necessary equipment and directly sponsors the monthly salary of scouts on patrol. Significant effort is being made to provide subsistence livelihood possibilities, including training and employment opportunities in the conservation and tourism industries.

Indonesia

Working in Borneo, RSF supplies funding to provide alternative forms of income to indigenous people living in wild orangutan territories. In stark contrast to the illicit and illegal log cutting so prevalent in the area, local

left unprotected, this area would most likely be cut down and converted into non-sustainable palm oil plantations.

The education programs presented by RSF introduce millions of people per year to the concepts of conservation. By meeting resident animal ambassadors up close and personal, the public gains a greater understanding, awareness and passion to help save wildlife and the places they come from. These programs also contribute to the U.S. tourism industry while producing significant funding for in-situ wildlife conservation efforts.

Projects supported by the Fund

- Funding provided in Mozambique helps to conserve one of only five healthy lion populations in Africa, while engaging local residents to help be part of the solution.
- Ongoing funding provided for the conservation of fishing cat habitat in Thailand, including the protection of mangrove areas currently being polluted by commercial shrimp farming.
- Funding provided in South Africa for raptor research.
- Contributing to the development of Andean mountain cat conservation program in Chile.
- Provision of staff and essential equipment in South Africa for black footed cat conservation.
- Funding provided in Borneo for orphaned orangutan rehabilitation, protection of prime orangutan habitat and replanting of decimated forest areas.
- Providing tracking and enclosure equipment to

local communities with jobs and presents a financial incentive which places importance on, and encourages the security and preservation of, their own natural resources.

India

The Rare Species Fund is helping to protect wild tigers, while at the same time, improving the lives of rural people. By providing solar powered lighting to villagers, there is a marked decrease of illegal firewood collection from protected tiger parks. This in turn greatly diminishes the occurrence of human/tiger conflict. This is a self-sustaining project in that a local entrepreneur from each village will own and operate the local solar charging station. A nominal fee for lantern recharging creates local income and finances equipment maintenance.

The Fund supports field projects that enlist local people in environmental stewardship programs, strengthening communities' incentives to secure and conserve their natural assets.

villagers are employed in the removal of trash, production of local textiles and crafts and the care and maintenance of hundreds of orphaned orangutans and their care facility. Funding also helps purchase and secure virgin jungle habitat. If

RARE SPECIES FUND

Enhancing the Community Benefits of Wildlife Management



PICTURE TOP: Providing villagers with solar powered lanterns reduces human/tiger conflict and increases the quality of life for locals. Photo Credit The Corbett Foundation PICTURE RIGHT: Protecting Indonesian jungles from illegal logging and unrestricted palm oil production is a key element in saving wild orangutans. Photo Credit Rare Species Fund



rehabilitate and release sun bears into the jungles of Indonesia.

The Fund focuses on ensuring communities benefit from their wildlife and can draw sustainable financial benefits from secure flows of natural capital. In an era where poor economic opportunities in one part of the world can create challenges to American interests, this work is critical to American and global security.



PARTNERS

- Corbett Foundation
- Victoria Falls Anti Poaching Unit
- Nomad African Trust
- Black Footed Cat Working Group
- Cat Conservation Trust

PARTNERS continued

- Cheetah Outreach
- Endangered Wildlife Trust
- Fishing Cat Research and Conservation Project
- Predator Conservation Trust
- Small Cat Conservation Alliance

PROJECT SITES

- India, Chile, Indonesia, Mozambique, Zimbabwe, South Africa, Thailand

WEBSITE

RareSpeciesFund.org



RINGLING BROS. AND BARNUM & BAILEY®

Asian Elephant Conservation Partnership



COUNTERCLOCKWISE FROM TOP LEFT: A bull elephant reaching for browse in Sri Lanka. // Carnivore scats were collected from the Dampa Tiger Reserve and were analyzed to identify samples of tiger origin and thereby determine locations with tiger presence in the area. © Aaranyak // Ringling Bros. Center for Elephant Conservation welcomed two new Asian elephant calves in 2012, including Piper, pictured with mother, Shirley, at the Center. © Feld Entertainment

Ringling Bros. and Barnum & Bailey® is committed 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 Biodiversity and Elephant Conservation Trust and the Department of Wildlife and Conservation in Sri Lanka, the Universities of Peradeniya and Rajarata in Sri Lanka, as well as various zoos, universities, and veterinary schools in the United States.

Elephant conservation is critical to the survival of ecosystems in which they live, as well as the lives and livelihoods directly dependent upon those ecosystems.

Elephants are considered to be a keystone species as they help to maintain suitable habitats for many other species. They directly influence forest composition and density, as well as the broader landscape. Their preservation is critical to the survival of ecosystems in which they live.

As a founding board member of IEF, Ringling Bros. has pledged funds and expertise to aid in elephant conservation programs both domestically and in range countries. We continue to work with institutions making strides in research of diseases that affect elephants, and facilitating roundtable discussions within the scientific community on

issues such as tuberculosis risk and treatment in captive elephant populations.

In Sri Lanka, wildlife conservation is heavily based around the elephant, a keystone species. A significant challenge to in situ Asian elephant conservation is the issue of human-elephant conflict (HEC). To help address this challenge, Ringling Bros. has funded HEC surveys and supported conservation education programs in Sri Lanka, as well as the first-ever national elephant census. We are also partnering with the Sri Lankan government to advance important sociological research of wild elephants through the “Ringling Bros. Center for the Study of Asian Elephants” at Rajarata University while also assisting efforts to humanely care for and relocate rescued elephants to safer areas in Sri Lanka utilizing a unique tracking collar program.

In taking an active role toward the conservation of this magnificent species, in 1995 Ringling Bros. established the Ringling Bros. and Barnum & Bailey Center for Elephant Conservation – a state-of-the-art facility dedicated to the research, observation of behavior, husbandry, and handling of the Asian elephant. Home to the Western Hemisphere’s largest herd and most successful breeding program, its contribution to the knowledge of Asian elephants is unparalleled and represents a commitment to the study and conservation of the Asian elephant.

Ringling Bros. also supports in situ conservation programs for

the several subspecies of tigers, all of which are endangered. In the Russian Far East, we helped fund the completion of an important Wildlife Health Monitoring Unit and have supported anti-poaching efforts through enhanced law enforcement monitoring, improved human-tiger conflict resolution, and improved biological monitoring systems. In Northeast India we have provided funding to a leading local conservation organization to support its population monitoring research and vital tiger rescue and relocation efforts, as well as conservation awareness educational programs.

Ringling Bros. recognizes that we are uniquely poised to educate the public about challenges facing the future of endangered species. Moving forward, Ringling Bros. remains committed to continuing its mission so that Children of All Ages will be able to experience these amazing animals for years to come.



PARTNERS

- Aaranyak, India
- Biodiversity and Elephant Conservation Trust
- Department of Wildlife and Conservation, Sri Lanka
- International Elephant Foundation (IEF)
- Tigris Foundation, Russia
- Universities of Peradeniya and Rajarata, Sri Lanka

WEBSITE

- elephantcenter.com
- Ringling.com



SAFARI CLUB INTERNATIONAL FOUNDATION

Wildlife Conservation Capacity-Building in Africa



COUNTERCLOCKWISE FROM TOP: Rhino Rescue: After its mother was poached for her horn, SCI Foundation relocated this rhino calf to a rehabilitation center. Photo Credit SCIF // Attendees of the 11th African Wildlife Consultative Forum (AWCF) in Botswana, September 2012

At the 11th AWCF, representatives from 12 sub-Saharan countries joined community-based conservation NGOs, academic professionals and professional hunting organizations to discuss the future of African wildlife conservation.

Safari Club International Foundation (SCIF) funds and manages over sixty wildlife conservation and management projects globally. North America, Africa, and Asia are the core focus of our science-based research programs that promote the sustainable use of wildlife, which in turn ensures the balance and integrity of productive ecosystems.

The largest of SCIF's programs in Africa, the African Wildlife Consultative Forum (AWCF), convenes most of the sub-Saharan African governments for a week-long discussion on wildlife management, conservation, and hunting priorities. The forum provides the only real opportunity these countries have annually to come together to compare problems and develop common approaches to future management of their wildlife resources. Over fifty participants comprise the forum and include wildlife professionals, regulatory officials, and representatives of the hunting industry. As such, SCIF is proud to be the prime catalyst and support base for this invaluable forum as a basis to ensure that sustainable-use hunting remains a management priority within each of these countries.

Over the past decade, the AWCF annual meetings have included the major themes in African wildlife management: human-wildlife conflict, wildlife population management, predator-prey interactions, habitat use, hunting regulations, and anti-poaching campaigns.

At the most recent meeting in September 2012, distinguished professionals and government

representatives from eleven African countries gathered at the 11th AWCF in Kasane, Botswana. Representatives from these countries joined community-based conservation NGOs, academic professionals and professional hunting organizations to discuss the future of African wildlife



PICTURE TOP: African lion peering through the grass, Photo Credit SCIF

conservation. They strategized on the best ways to foster international cooperation and to ensure that the treasured game of Africa would be utilized by and for generations to come. Key topics at the most recent meeting included rhinoceros conservation, leopard population status, lion management and reports on current policies and regulations for each country present.

One of the most critical issues addressed by the AWCF was agreeing to organize and support the collection of current lion census data from all of the range state nations. The attending government entities agreed to fully cooperate to address the ambitious deadlines set for the CITES Periodic Review of the African lion. The Periodic Review will use the best science available

to determine whether lions are appropriately listed in the CITES Appendices.

The AWCF participants also agreed to form position statements on specific wildlife conservation and management issues important to their governments and organizations. Such an agreement can help communicate a powerful message to a wide number of audiences. SCIF was requested to assist in communicating the unified messages from the body.

SCIF is proud to sponsor the AWCF and help promote its conservation mission in Africa directly through interaction with African wildlife officials. The discussions that take place at this meeting help insure that best practices in wildlife management can be shared so that wildlife can be conserved across the continent.



PARTNERS

Wildlife management and tourism ministries of African nations, CITES, United States Fish & Wildlife Service, Resource Africa, CAMPFIRE, TRAFFIC, IGF, South African Wildlife College, Texas A&M University, Zambia Lion Project, Safari Club International and professional hunter organizations

PROJECT SITES

Southern African Countries

WEBSITE

www.safariclubfoundation.org



SEAWORLD PARKS & ENTERTAINMENT

Celebrate, Connect and Care



COUNTERCLOCKWISE FROM TOP: Thousands of students participate in SeaWorld and Busch Gardens education programs each year. Our mission is to inspire others to celebrate, connect with and care for the world we share. // SeaWorld Parks and Entertainment brings the public face to face with species they would never be able to see in the wild.

Altogether, our many educational efforts are designed to collectively help develop the next generation of conservation leaders and encourage youth to spend more time outdoors exploring and connecting with nature.

SeaWorld Parks & Entertainment™ is best known for our 11 U.S. theme parks, attractions that hosted more than 24 million guests in 2012, including the SeaWorld®, Busch Gardens®, and Sesame Place® brands. We are one of the world's foremost zoological organizations and a worldwide leader in animal welfare, training, husbandry and veterinary care. Through up-close animal encounters, educational exhibits and innovative entertainment, our guests leave with a heightened sensitivity to the world around them and an awareness of the plight of animals in the wild.

The Value of Nature Knowledge

SeaWorld Parks & Entertainment delivers educational experiences intended to create a deeper understanding, respect, and desire to protect all wildlife. The numerous informal learning experiences inside our parks include educators, show and exhibit narrations, and interpretive and interactive graphics. Additionally, our award-winning education programs help schools, teachers, children, and adults explore the world and learn about animals through: camp programs, instructional field trips, animal information website, national awards programs, and teacher workshops and resources.

Many of these programs provide an understanding of the linkages between species conservation and the importance of ecosystems that maintain functions that serve our world. We also engage students in grassroots conservation efforts in their own

communities, such as volunteer habitat restoration efforts with our conservation partners. Altogether, our many educational efforts are designed to collectively help develop the next generation of conservation leaders and encourage youth to spend more time outdoors exploring and connecting with nature.

Caring for Animals

With a legacy of animal rescue spanning more than four decades and benefiting more than 22,000 animals, responding to wildlife in crisis is a commitment we take to heart. Our goal is to successfully rehabilitate animals for return to the wild. The animals whose injuries are too debilitating to permit release are given lifelong care.

The parks are often first responders to natural and man-made disasters, and have played key roles in mass strandings and other tragedies impacting wildlife. This commitment to rescue efforts has led to advancement in the science of the care of animals in both zoological facilities and wild populations. Our experts have created new nutritional formulas and custom nursing bottles to assist in feeding orphaned animals, designed new techniques to repair cracked sea turtle shells, created prosthetics for injured animals and researched advancements in medications and innovative treatments to improve rehabilitation success. These advancements are then shared with the worldwide conservation community through partnerships, research publications and presentations.

A Legacy of Conservation Partnerships

SeaWorld Parks & Entertainment is a primary supporter and administrator of the SeaWorld & Busch Gardens Conservation Fund, a non-profit conservation foundation. Since its creation 9 years ago, the Fund has granted over \$9 million to local, national and international projects. Some of the most successful projects have created direct economic benefits to the region and provided alternative incomes to communities while more sustainably managing their natural resources. Projects have included funding for training for alternative careers to poaching, supporting sustainable economic practices to reduce impact on wildlife, employing environmental educators to clean and restore estuaries, and promoting wise use practices of natural resources through habitat protection.



PARTNERS

- Flora and Fauna International
- Hubbs SeaWorld Research Institute
- National Science Teachers Association
- National Wildlife Federation
- The Nature Conservancy
- World Wildlife Fund

PROJECT SITES

Worldwide

WEBSITE

- Swbg-conservationfund.org
- Insideconservation.com
- Seaworldcares.com
- risingtideconservation.org



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 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

Funded by tourism in the Reserves, the Grumeti Community & Wildlife Conservation Fund dedicates millions of dollars to community projects in the Bunda and Serengeti. These projects provide access to clean water, job and educational opportunities, ambulance services, and radio communications to name a few.

commercial development programs support anti-poaching in the Reserves as well as Tanzania National Parks.

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 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.

Grumeti is one of the premier examples of cross-sector, for-profit management of natural resources successfully cultivating populations of important species and the overall natural wealth of the region. This growth creates substantial opportunities for both conservation and local communities, as it has in Grumeti, where the Reserve's revenues support resource management in a critical migratory corridor and are also used to improve quality of life by providing infrastructure improvements, skill building, and employment opportunities. Moreover, this model generates benefits that spread beyond tourism and hospitality, preventing economic vulnerabilities that may occur from overdependence on one sector. The success of the Singita Grumeti Reserves will ensure that natural capital remains the foundation of sustainable growth for not only ecotourism, but many more industries, in the years to come.



PARTNERS
Tanzania National Parks
Singita

PROJECT SITES
Tanzania

WEBSITE
TudorFunds.com

TUDOR INVESTMENT CORPORATION

The Singita Grumeti Reserves

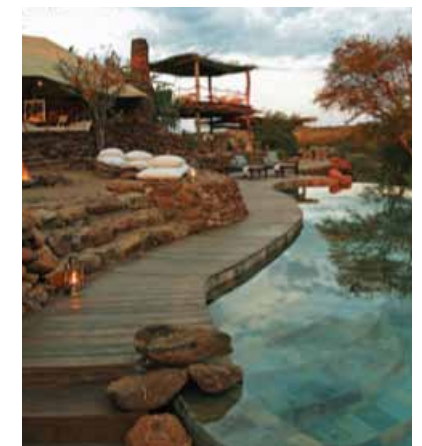
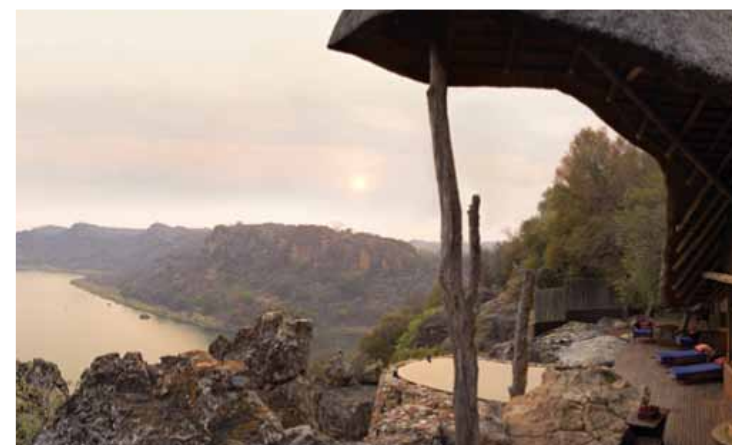


Photo credits Singita and Paul Jones



Unilever is one of the world's leading suppliers of fast-moving consumer goods. Our future success depends upon being able to decouple our growth from our environmental footprint, while at the same time increasing our positive social impacts. In November 2010, we set out the Unilever Sustainable Living Plan, committing to a ten year journey towards sustainable growth to double the size of our business and halving our environment footprint at the same time.

In 2012, Unilever announced it would reach the 2015 target of sourcing all its palm oil from certified sustainable sources, three years ahead of schedule. As a large user of palm oil, representing 3 percent of global supply, Unilever recognizes it has a role to play in the transformation of the palm oil industry to becoming sustainable. We have been leading efforts to drive up the uptake of certified sustainable palm oil, especially in the growing consuming markets of India and China.

The success of achieving the palm oil target three years early led to the development of an even more ambitious target. The new target is to buy all of our palm oil from traceable certified sources by 2020. This will enable us to track all the certified oil we buy back to the originating mill and therefore to the plantation on which it was grown.

The growing demand of palm oil for food and fuel has fed the rapid expansion of the palm oil industry, which in turn, has

contributed to acceleration of deforestation of tropical rainforest. We have been at the forefront of working to transform the industry to sustainable sourcing. In 2009, when the first Roundtable for Sustainable Palm Oil (RSPO) certified palm oil GreenPalm certificates became available in the market, Unilever was one of the first buyers and over the last five years, we continue to be the largest buyer of certified palm oil, helping to sustain the market and

Unilever's size has endowed it with the opportunity and interest to transform various industries, starting with palm oil, to sustainable sourcing.

demonstrating a commitment to sustainably produced palm oil and palm oil producers that have made the change to get their plantations RSPO certified.

Unilever continues to build partnerships with key industry stakeholders to raise the bar for the production and use of sustainable palm oil. One of the platforms where we actively promote the use of sustainable palm oil is in the Consumer Goods Forum (CGF). Our work

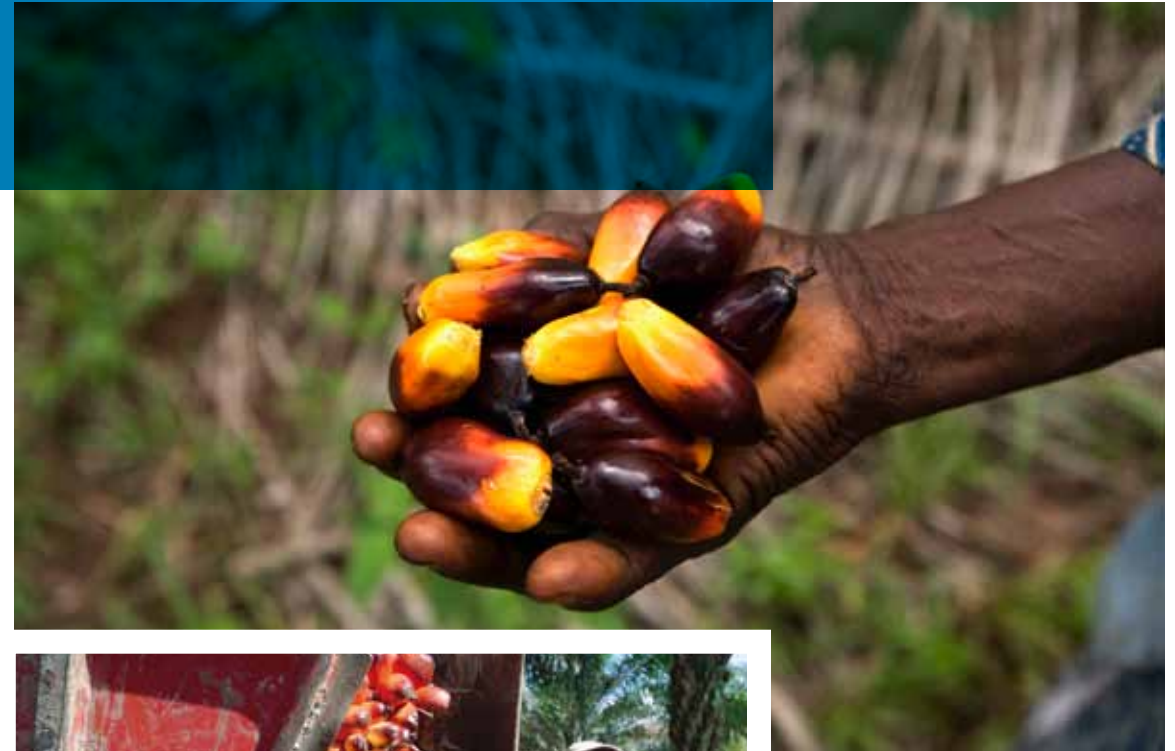
together with others has led to members of the CGF making a public commitment to eliminate deforestation from member companies' supply chains in five commodities. On palm, this work is well advanced with over 30 major multi-national companies having set themselves the goal of drawing all their palm oil from certified sustainable sources by 2015, including promoting sustainable palm oil in India and China. Through the CGF, Unilever worked with the US Government to create the Tropical Forest Alliance 2020, a public-private partnership with the goal of reducing the tropical deforestation associated with key global commodities, such as soy, beef, palm oil, and pulp and paper. Additional members include the Governments of the Netherlands, Norway and the United Kingdom. The Alliance is open to new members, including countries, private sector companies, and civil society organizations that agree to undertake specific actions to address commodity-driven tropical deforestation.



PARTNERS
The Consumer Goods Forum
Roundtable for Sustainable Palm Oil
Tropical Forest Alliance 2020
WEBSITE
www.unilever.com/sustainable-living/

UNILEVER

Achieving the Unilever Sustainable Living Plan Target on Palm Oil Three Years Early



With 7 billion people on our planet, the earth's resources can be strained. This means sustainable, equitable growth is the only acceptable model of growth for our business. We believe growth and sustainability are not in conflict. In fact, in our experience, sustainability drives growth. Photo Credit for Top Picture Frans Lemmens.



VOLKSWAGEN GROUP OF AMERICA

We're A Responsible Partner, On the Road and in Your Neighborhood



PICTURE TOP: Aerial view of the Volkswagen Chattanooga manufacturing facility and supplier park. PICTURE RIGHT: The south view of the solar park in Chattanooga, Tenn.

Volkswagen Group has a deeply embedded commitment to preserving our environment. Sustainability is a corporate objective that we take very seriously, one that's embodied by Think Blue®, our initiative to go beyond green. Think Blue is more than just food for thought; it's a state of mind, a global call to action—sustainable ecological action.

Volkswagen Group is integrating the economic value of important environmental benefits into business decision-making to ensure the security of our supply chain and the prosperity of the communities in which we operate.

As one of the world's largest automobile manufacturers, our commitment to the environment extends throughout every aspect of our business in the more than 150 countries in which we operate—not only protecting the environment and cornerstone species, but integrating the value of important environmental benefits into business decision-making. In the modern global economy, it is necessary to align our actions with the economics of the surrounding ecosystem, to ensure the security of our supply chain and the prosperity of the communities in which we operate.

Where We Work and Live

In South Africa, Volkswagen Commercial Vehicles has partnered with the Wilderness Foundation's Forever Wild Rhino Protection Initiative to aid in proactive rhino conservation and anti-poaching activities. This initiative is concerned with maintaining populations of free ranging rhino within state and privately managed conservation areas. In Germany, Volkswagen Group is a proud supporter of The Welcome Wolf Project that is helping to establish a volunteer wolf protection network in the Lusatia region. Since wolves require large territories, Volkswagen and the Nature and Biodiversity Conservation Union (NABU) are committed to preserving these areas and educating the public about wolves.

Where We Build Our Cars

The Chattanooga, Tennessee plant has a workforce of more than 3,000 people, who are producing the new Volkswagen Passat especially developed for the North American market. As a result of extremely environmentally compatible production at the plant, Volkswagen in Chattanooga has already received several awards. In December 2011, Volkswagen was the first automaker in the world to receive the LEED (Leadership in Energy and Environmental Design) Platinum certification.

The Volkswagen brand has inaugurated its largest solar facility in the world at its U.S. plant in Chattanooga. The electricity produced from the

Volkswagen Chattanooga Solar Park is expected to meet 12.5 percent of the energy needs of Volkswagen's Chattanooga manufacturing plant during full production and 100 percent during non-production periods. It is the largest solar facility operated by Volkswagen in the U.S., and the environmentally compatible power is to be used for Passat production.

The Cars We Build

The Chattanooga-produced Passat is the only model in the market's biggest car segment, the mid-size sedan segment, that is offered with an EPA MPG-rated 43 city clean diesel engine.

Audi has also remained committed to clean-diesel power in the U.S. market. In 2013, Audi is doubling down by offering clean-diesel versions of four more



PICTURE TOP: The 2013 Audi A3 TDI presents a choice between great and excellent—the latter thanks to a clean diesel TDI® engine that can reach 42 mpg on a highway cruise, taking you well over 500 miles between fill-ups.

of its largest-volume models in the American market: Audi A8, Audi A7, Audi A6 and Audi Q5. Audi has also launched Audi A3 and Audi Q7 versions powered by Turbo Direct Injection (TDI) engines and began airing TV ads in support of diesel. TDI now

accounts for about 55 percent of all sales of the Audi A3 in the United States and about one-third of Q7 sales.

Because of clean diesel's fuel efficiency, the 22,000 owners of Audi TDI models have saved precisely 4,583,773 gallons of gasoline and counting. This means they've saved more than \$26 million of their own money at filling stations, and they've

prevented more than 22,000 tons of carbon dioxide from entering our atmosphere. Audi TDI drivers have rolled back more than 240,000 barrels of foreign crude on to the tankers.

As citizens of the world, we take our responsibility seriously and welcome the opportunity to make a difference. We are a responsible partner, on the road and in your community.



PARTNERS

Trust for the National Mall
Best Buddies
Boys and Girls Clubs of Greater Washington
D.C. SCORES

WEBSITE

volkswagengroupamerica.com



THE WILD FOUNDATION

Bridging Strategies to Meet Nature Conservation and Human Development Needs



COUNTERCLOCKWISE FROM TOP: Kayapo fisherman by Cristina Mittermeier in the Kedjam Village in the Amazon. // WILD10 convenes in Spain, where humankind's use of the countryside for millennia is now changing as wild nature returns across all of Europe. Photo Credit Jaime Rojo // Iberian Lynx in Andalusia, Spain. The Iberian lynx symbolizes the landscape-scale conservation goals of WILD10, as it travels from country to country across the Carpathians. Photo Credit Pete Oxford/Wild Wonders of Europe

The World Wilderness Congress (WWC) is the longest-running international, public environmental program, and takes a strategic, multi-faceted approach to conservation. Organized by The WILD Foundation and many global partners, the WWC collaborative process implements ongoing practical projects complemented by events, extensive media coverage, launch of public and private sector initiatives, and associated gatherings. WILD10—the 10th WWC—will culminate in Salamanca, Spain, October 4-10, 2013, co-hosted by the Spanish Ministry of Agriculture, Food & Environment, with Honorary President, HM Queen Sofia of Spain. A 2-day Intergovernmental Forum precedes WILD10.



WILD10
10TH WORLD WILDERNESS CONGRESS
MAKE THE WORLD
A WILDER PLACE
4-10 OCTOBER 2013 • SALAMANCA, SPAIN

WILD10 involves global delegates (1,500+ in person and 10,000 on-line), media, and a public audience – from leaders of nations, indigenous peoples, NGOs, science, culture, and business. WILD9 (2009) was opened by Mexican President Calderón, who lent extraordinary enthusiasm and insight to the convening in Mexico.

Bridging Nature Conservation and Human Development Strategies

WILD10 will deploy land, marine and freshwater conservation strategies rooted in the concept of Nature Needs Half™ (HALF)—an aspirational and practical vision of sustainability based

on the scientific consensus that keeping at least half of wild nature intact and interconnected is vital to ensuring continued life-supporting services to humankind, particularly those

The World Wilderness Congress is a culmination of a years-long process toward conservation outcomes that culminate in a global event involving leaders of government, Indigenous Peoples, science, NGOs, business, and culture to launch new policies and initiatives.

poorest communities whose health and livelihoods are most directly dependent on nature. HALF can be composed of large intact protected areas, or an interconnected land and seascape scale mosaic of wild nature found in parks, forests, refuges, working lands, and waters managed with conservation as a primary value. Indigenous people and values, with equitable participation by all cultures, is a priority. Artistic expressions of wild nature values balance the forum's science and policy. Youth and young professionals are already engaged through "CoalitionWILD."

The WWC is invited by the Spanish Government and a consortium of European NGOs because of the compelling resurgence of wild nature and its related economic, social and biological opportunities. A major objective of WILD10 is the policy launch of **A New Conservation Vision for Europe.**

Four international Coalitions—achieving practical outcomes and building capacity—will also launch at WILD10: (1) **Nature Strategy for Sustainability**, prioritizing nature for its role in alleviating human suffering, enhancing security, and socioeconomic benefits; (2) **WILD Water**, recognizing wild nature's importance for species productivity, human use, fisheries, agriculture, and forestry productivity, and more; (3) **WILD Cities** network, a new urbanism to link people with wild values within cities and connect with adjacent wild areas; and (4) **WildSpeak**, on conservation communications, led by the International League of Conservation Photographers. Partners are welcomed.



PARTNERS partial list

- CONANP
- Conservation International
- Environment Abu Dhabi
- Frankfurt Zoological Society
- IUCN/WCPA
- Pan Parks
- Parks Canada
- Rewilding Europe
- Sanctuary Asia
- US Fish & Wildlife Service
- US National Park Service
- US Bureau of Land Management
- USDA Forest Service
- Wild Europe
- Wilderness Foundation South Africa
- Wilderness Foundation UK
- WWF (Netherlands)
- Zoological Society of London

WEBSITE

- www.wild.org
- www.wild10.org
- video - <http://vimeo.com/44409177>



Recognizing that the protection and sustainability of Southern Africa's unique wilderness areas and natural heritage are dependent on socio-political and economic conditions within society, the Wilderness Foundation (WF) takes a holistic approach to implementing its mandate for conservation. Focusing on four main program areas (Conservation, Social Intervention, Experiential Education and Advocacy & Awareness), WF creates opportunities to encourage, plan, and protect wild lands and wilderness conservation, uplift the knowledge and lives of citizens, and stimulate an environmental ethos among current and future leaders.

WF fosters economically rewarding opportunities to conserve wildlands across Africa through youth initiatives alleviating poverty and by greening businesses.

WF launched the Forever Wild –Rhino Protection Initiative in May 2011. The campaign aims to gather support from the public and various stakeholders to help fight against rhino poaching in Southern Africa and save



the rhino from extinction.

The Green Leaf™ Environmental

Standard was co-founded in 2007 by WF. Aimed at owners, managers, employees and consumers, Green Leaf™ is an internationally recognized standard for measuring green accommodation, green

business (wholesale, retail, distribution), green products, green conferencing and green events—defining, measuring and certifying responsible economic, environmental and social best practice. In Southern Africa to date, over 100 ecotourism lodges and over 500 hotels and other hospitality establishments and businesses have already been Green Leaf™ Certified, giving them a competitive edge in the marketplace.

Green Leaf™ examines and verifies efforts to mitigate and reverse environmentally degrading water, energy, waste, and transportation practices as well as policy, purchasing and communication within the built and operational environment. Green Leaf™ Design specializes in architectural innovation, design, and technology. Biomimicry, design inspired by nature and emulating nature's functions, increasingly features prominently—WF has designed a model “5-star lodge of the future” to demonstrate “best-built” practices.

Green Leaf™ is established as a business trust with profits generated from this business used to fund WF social programs targeting disadvantaged youth, especially AIDS orphans, in Southern Africa. The Imbewu and Pride wilderness trail experiential education programs and the Umzi Wethu Academies are primary beneficiaries.

Umzi Wethu is a model conservation-based economic development intervention that targets vulnerable youth from informal settlements. Proactive steps counter gender roles and

cultural norms putting youth at risk. Umzi Wethu uniquely equips youth—many heads of household—with job skills and vocational certificates sought by tourism employers, and places them in jobs as game rangers and chefs and other types of hospitality professionals. Life skills training and experiential learning using wild nature foster healthy young adults with natural resource stewardship ethics. Umzi also assists entrepreneurial youth with microfinance support. WF aims to assist black-owned enterprises to achieve a Green Leaf™ Certification.

WF founded Umzi Wethu in urban Port Elizabeth in 2006 and launched a rural Academy in Somerset East in 2008, then partnered with the Sustainability Institute to open a third Academy (focused on Hospitality for winery tourism) in Stellenbosch in 2011—producing 180 graduates in jobs to date. In 2013, WF is recruiting partners to scale up the rural academy to become a “Pan African Ranger Academy” including youth from outside South Africa.



PARTNERS

- African Wildlife Foundation
- Eastern Cape Parks and Tourism Agency
- Endangered Wildlife Trust
- Indalo Eastern Cape Private Game Reserves
- South African National Parks
- The WILD Foundation
- Volkswagen SA

WEBSITE

wildernessfoundation.org.za

WILDERNESS FOUNDATION

Green Innovation & Social Entrepreneurship



COUNTERCLOCKWISE FROM TOP: The Umzi Wethu program emphasizes the training of young women as well as men for jobs as rangers and chefs, including in tourism facilities that are Green Leaf-certified. *Photo Credit Wilderness Foundation.* // WF's Forever Wild Rhino Protection Initiative strives to supply South Africa's public parks and private game reserves with needed rangers, training, and equipment to effectively combat foreign-inspired poaching. *Photo Credit Julie Anton Randall* // An Umzi youth plants the succulent tree 'Spekboom' (Portulacaria afra), which rhinos like to eat and which also has exceptional carbon storage properties. *Photo Credit Wilderness Foundation.*



WILDLIFE CONSERVATION SOCIETY

Conserving Myanmar's Pristine Biodiversity



COUNTERCLOCKWISE FROM TOP: The majestic landscapes of Myanmar's Northern Forest Complex are ideal habitat for tigers, elephants, and many other wildlife species. *Photo Credit WCS Myanmar Program* // Discussion and planning with the people living in and around Myanmar's protected areas are vital to WCS's conservation work in the country. *Photo Credit WCS Myanmar Program* // More than 370 bird species have been recorded in the Hukuang Valley, including one of the world's last remaining populations of the critically endangered white-bellied heron. *Photo Credit Rob Tizard*

The country of Myanmar, also known as Burma, has been inaccessible for most of the world ever since rifts in the late 1980s caused the collapse of diplomatic relations with the U.S. government. Behind the political discord is some of the most pristine wildlife habitat in southeast Asia, rich in biodiversity and home to endangered species of waterbirds, dolphins and large mammals such as tigers and Asian elephants.

Over the past year, the U.S. government has begun the process of normalizing relations with Myanmar, beginning with President Obama's easing of sanctions last July to promote responsible development by U.S. industry. This allowed for the reestablishment of the U.S. Agency for International Development (USAID) mission in Myanmar and the possibilities of mutually beneficial commerce and increased work by non-governmental organizations (NGOs).

Long before that, however, the Wildlife Conservation Society (WCS) started its work as the only U.S. conservation NGO with a legal presence in the country and a permanent office in Yangon

WCS is leading American-based organizations in getting involved and invested in Myanmar through its conservation programs.

(also known in Rangoon). Since 1993, WCS has worked with Myanmar's Forest Department to establish protected areas including Lampi Marine National

Park (79 mi²), Hkakaborazi National Park (1472 mi²), Hponkanrazi Wildlife Sanctuary (772 mi²), and the Hukuang Valley Wildlife Sanctuary (6708 mi²). WCS collaborated with ethnic minority groups on land use planning workshops in and around these threatened landscapes.

The Hukuang Valley Wildlife Sanctuary in particular is a virtual cornucopia of biodiversity, representing some of the last expanses of closed forest and floodplain wetland remaining in the Indo-Pacific region. The Hukuang Valley sits on the dividing line between the Indian subcontinent and Southeast Asia, which leads to an exceptional diversity of habitats and species richness. As a result, this is one of the region's most important areas for long-term biodiversity conservation, particularly of large mammals such as tigers, clouded leopards, takins, gorals, gibbons and Asian elephants. More than 370 bird species have been recorded there, including one of the world's last remaining populations of the critically endangered white-bellied heron.

In 2005, WCS worked with Myanmar's Fisheries Department to help establish a protected area for the Irrawaddy dolphin on 46 miles of the Irrawaddy River, the only riverine protected area in the country. WCS has conducted nationwide surveys for tigers and has ongoing projects to conserve tigers, Asian elephants, Hoolock gibbons and endangered turtles, waterbirds and vultures across Myanmar. WCS has also conducted community consultations with people living in and around protected areas to map traditional lands and clarify legal issues of land and resource use.

In September of 2012, WCS renewed its Memoranda of Understanding with Myanmar's Forest and Fisheries Departments to continue the productive relationships that have led to expansive biodiversity conservation over the past two decades.

A new promising era of conservation is dawning in Myanmar with President Thein Sein showing openness and understanding of complex environmental issues and opposition leader Aung San Suu Kyi making gains for the democratic movement. In partnership with the Global Environment Facility, the United Nations Development Program and others, WCS continues programs aimed at conserving the landscapes of Myanmar, protecting the endangered species that reside there, and empowering the people who rely on them.



PARTNERS

Global Environment Facility
Myanmar Ministry of Environmental Conservation and Forestry,
Department of Forests
Myanmar Ministry of Livestock and Fisheries, Department of Fisheries
United Nations Development Program

PROJECT SITES

Myanmar

WEBSITE

www.wcs.org



The Wildlife Without Borders (WWB) programs recognize that most species are mobile. Many cross national boundaries, some even span continents. Yet regardless of where species reside, their survival hinges on how human beings value their worth. Since people are the primary threat facing wildlife, it is essential they be part of the solution. Consequently WWB focuses on people. It addresses grass-roots wildlife conservation problems from a broad, landscape perspective seeking to build expertise and strengthen institutions dedicated to conserving nature.

We work across borders to conserve natural resources in regions key to American interests.

Since 1989, WWB has supported international conservation through its species, regional and global programs by developing locally-focused wildlife conservation programs. Partners include non-governmental organizations, governments, the private sector and community leaders. The WWB Regional and Global programs have supported more than 343 conservation projects; from 2007 to 2011, WWB **Species** (from 2007 to 2011, the Multinational Species Conservation Funds provided \$56 million in grant funding for 988 on-the-ground conservation projects, leveraging nearly \$87 million in additional matching funds), **Regional and Global programs** awarded over \$16 million and leveraged an additional \$26 million in

matching funds across the globe that provide education, training and outreach to conserve endangered wildlife and nature. For every U.S. tax dollar spent, a dollar and a half is received in matching funds from partner organizations often in developing countries with limited resources.

Wildlife Without Borders has a proven track record of achievement in international conservation, and has actively cultivated a broad-reaching network of partners around the world. The following highlights are just a few examples of their successes:

African Elephants: Wildlife Without Borders will continue to support Kenyan, Tanzanian, and Thai law enforcement officials by tracing illegal ivory shipments back to the country of origin to identify international smuggling routes. *Partner: FREELAND*

Asian Elephants: Wildlife Without Borders will help reduce human-elephant conflict and improve local livelihoods in India. The funding will enable villagers to plant lemon trees, a traditional elephant deterrent, and will sell the lemons, earning farmers five times more than traditional rice crops. *Partner: Aaranyak*

Critically Endangered Animals: To prevent endangered Snow Leopards from being harmed by farmers in Pakistan, the Critically Endangered Animals Conservation fund is providing support for an innovative project that helps farmers vaccinate their livestock in exchange for protecting Snow Leopards and their wild prey. *Partner: International Snow Leopard Trust*

Great Apes: Wildlife Without Borders funding is supporting

law enforcement and training for park rangers in Virunga National Park. The park is located in DR Congo, and is home to 200 of the world's 790 remaining mountain gorillas. *Partner: Institute Congolais pour la Conservation de la Nature (ICCN)*

Marine Turtles: In Nicaragua, Wildlife Without Borders is supporting efforts to conserve endangered leatherback and hawksbill turtles by protecting nesting sites. *Partner: Fauna and Flora International*

Rhinos: Wildlife Without Borders is providing funding to support essential patrol and aerial surveillance equipment in Hluhluwe-iMfolozi, which has 200 southern black rhinos and has the second largest white rhino population in the world. *Partners: Save the Rhino International and ezemvelo KwaZulu Natal Wildlife*

Tigers: With support from Wildlife Without Borders, the Indonesian National Police were trained in illegal wildlife law enforcement techniques and as a result the largest wildlife trader in the country was arrested. *Partner: Wildlife Conservation Society-Indonesia Program*

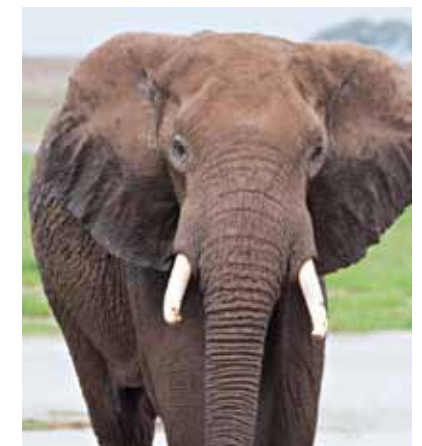


PARTNERS
BBDO Advertising
Detroit Tigers
Fauna and Flora International
Wildlife Conservation Society
World Wildlife Fund

WEBSITE
www.fws.gov/international
Tigerstamp.com

WILDLIFE WITHOUT BORDERS

Working with People to Conserve Nature



COUNTERCLOCKWISE FROM TOP: *Nyctixalus Spinosus*. Photo Credit Dr. Rafe M. Brown, University of Kansas // FREELAND Foundation staff and rangers setting up a camera trap for the monitoring of Asian elephants and other biodiversity in Eastern Thailand. Photo Credit Mini Nagendran, USFWS // African Elephant. Photo Credit Joe Milmo, USFWS



THE WALTON FAMILY FOUNDATION

Strengthening Gulf Coast Communities Through Restoration



COUNTERCLOCKWISE FROM TOP: Building oyster reefs in Mobile Bay, AL. Photo Credit The Nature Conservancy // Restoration of the Gulf Coast and Mississippi River Delta promises a boost to tourism, recreation, and fishing industries, as well as indirect benefits to economies far beyond the Gulf Coast. Photo Credit Marine Stewardship Council.

The Gulf of Mexico is an environmental and cultural treasure. It is also the backbone of our nation's economy. The Walton Family Foundation has made a long-term commitment to the restoration of the Gulf region to ensure that its people, communities, fisheries, wildlife and wetlands are strong and healthy now and for generations to come.

Even before the 2010 oil spill, the region's ecosystems had been weakened by years of degradation from human use

The Walton Family Foundation is leading a coalition to recover the Gulf of Mexico's degraded environmental resources, an effort that can generate tens of thousands of jobs in the coming years and provide a much-needed boost to America's economic recovery.

and natural disasters like Hurricane Katrina. To ensure the environmental and economic health of the Gulf, the foundation convened a unique and broad coalition of economic and environmental organizations —ranging from the National Audubon Society to Greater New Orleans Inc.—to help support restoration in the region. Working together, this coalition helped key decision makers understand the urgency of needed restoration efforts in the Gulf.

In response to national, bipartisan support for restoration of the Gulf Coast and the Mississippi River Delta in

the wake of the 2010 oil spill, Congress enacted the RESTORE Act in July 2012. The Resources and Ecosystems Sustainability, Tourist Opportunity, and Revived Economies of the Gulf States Act will invest fines related to the oil spill into the Gulf region to help rebuild and strengthen the environment and support America's economic recovery. The foundation-convened coalition continues to work on the ground in the region to ensure these funds will support conservation projects that will restore the environmental and economic health of the communities that depend on the Gulf. The coalition brings together environmental and economic development groups and emphasizes collaboration with the private sector in prioritizing restoration projects that will provide the greatest and widest-reaching benefits for the families and businesses that call the Gulf Coast home.

The Gulf Coast: An Engine of the American Economy

Recovery of the Gulf Coast is a national economic imperative. Many of the nation's key economic resources, and the underpinnings of economic production in states far beyond the Gulf Coast, depend upon the Gulf's fragile and threatened ecosystems. Restoring the Gulf will make the region more resilient, lessen the potential damage from future hurricanes and flooding, and create tens of thousands of jobs. A healthy ecosystem means a healthy economy, both regionally and nationally.

- The nation's seafood industry relies on a healthy Gulf of Mexico. The Gulf produces roughly 40% of all commercial seafood in the lower 48 states.

- Tourism depends on the natural wonders of the Gulf. Restaurant, hotel, and other hospitality workers are part of the Gulf's \$34 billion per year tourism industry.
- Restoring wetlands and other coastal ecosystems will help protect ports, energy facilities and other essential infrastructure from future storms.

Gulf restoration projects will boost our economy. A recent study by Mather Economics found that Gulf restoration could create as many as 57,697 new jobs in the next 10 years. The foundation believes that leveraging the power of markets to address big environmental problems will ensure that restoration will bring lasting, long-term benefits to communities and economies in the Gulf and across the country. In the Gulf and elsewhere, restoring the environment is an essential part of restoring our economy.



PARTNERS

- Environmental Defense Fund
- Greater New Orleans, Inc.
- National Audubon Society
- Ocean Conservancy
- Oxfam
- The National Wildlife Federation
- The Nature Conservancy
- Along with dozens of local and regional partner organizations

WEBSITE

www.waltonfamilyfoundation.org/

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Philanthropy

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PARTNERS in CONSERVATION



OCEANS CAUCUS FOUNDATION

Oceans Steering Committee



Oceans Council

