



Building Economies to Save Ecologies

Greetings to our Wildlife Friendly® Supporters

Updates since White Oak

In March of 2007, a wide variety of dedicated individuals and groups met at White Oak in Florida to share experiences of promoting wildlife conservation, while improving the lives of the people who co-exist with endangered wildlife, in some of the most beautiful and threatened habitats around the world. The White Oak discussions led to the idea of launching a Wildlife Friendly® Certification and brand. An initial steering committee was chosen at the close of the White Oak meeting to continue work on defining and developing this initiative. We are happy to report that we are making great progress. Read on to learn about our achievements and how you can join in actively supporting our mission.

The Wildlife Friendly Enterprise Network (WFEN) and Certified Wildlife Friendly® are registered

- The ideas from White Oak have manifested themselves in the formalization of the Wildlife Friendly® concept
- The Wildlife Friendly Enterprise Network® (WFEN) is a registered 501(c) 3
- Wildlife Friendly® has a registered trademark name and logo
- A Wildlife Friendly® board of directors and an advisory committee are in place
- Wildlife Friendly® has created a website, a blog, a Facebook page, and a twitter page

Wildlife Friendly® Certification Program Launched

- After over two years of research, peer reviews, and discussions with leading Eco-label programs, the Wildlife Friendly® Certification program was launched
- As of Dec 2010, ten enterprises in Africa, Asia, and Latin America have been certified (see map)
- To review the certification criteria please visit the Wildlife Friendly® website

WF CERTIFIED ENTERPRISES





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- Wildlife Friendly® is an emerging initiative with the ISEAL alliance – the global association for social and environmental standards
- Wildlife Friendly® is registered on the Global Ecolabel Monitor transparency initiative
- Certified Wildlife Friendly® enterprises hold other internationally recognized third party certifications – FSC, organic, fair trade, cradle to cradle
- Wildlife Friendly® is a trust provider for World of Good by Ebay
- Certified Wildlife Friendly® products are being featured by Whole Foods, Aveda, S&D Group, among other top retail outlets working to provide quality products to their customers while promoting conservation and community development



- WFEN has been working with many multilateral organizations and agencies including USAID under the TRANSLINKS program to document and share best practices in conservation, enterprise development, and wildlife monitoring
- Publications that support our certified enterprises and groups associated with Wildlife Friendly® can be accessed on the publications page of our website:
 - Green Marketing Trends – Guidance for Wildlife Friendly Products to Understand and Access Green Markets
 - New and Evolving Web-based Marketing – How to find a market outlet for your Wildlife Friendly® products
 - Conservation Marketing Equation
 - Wildlife Friendly enterprise network brochure
 - Balancing the needs of People and Wildlife
- WFEN and the certified Wildlife Friendly® enterprises have also assembled informational and training videos that can be found on our website as well on FRAME (see 26-May-2010)



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Wildlife Friendly Products

Support our certified enterprises by purchasing Certified Wildlife Friendly® products. While not all the certified products are available for online purchase, please do take the time to learn more about our certified products and shopping opportunities.

We Need your Feedback and Support

We would like to thank you and all of our dedicated volunteers and supporters who have helped turn the great idea at White Oak into an exciting reality. We are off to a strong start with many new opportunities ahead for promoting wildlife conservation and supporting communities.



The Wildlife Friendly Board

Ray Victorine
Ann Koontz
Julie Stein
Helen Crowley
Mike Korchinsky
Abigail Breuer
Steven DuPuis
Terry Blumer
David Bell
Sophie Townsend

You can help us seize these opportunities and grow and strengthen Wildlife Friendly® to become a globally recognized brand. Please stay involved and stay on our mailing list to give us your thoughts and feedback. Please also consider making a tax deductible donation of \$50, \$100 or more. From now until April 15 2011 your money is worth twice as much - as we have a 100% match for donations during this period. Donations can be made via our website.

Thank you again and we will stay touch.

Sincerely,

Julie Stein
Abigail Breuer
Ray Victorine
Mike Korchinsky
David Bell

Ann Koontz
Terry Blumer
Sophie Townsend

Visit our website: www.wildlifefriendly.org

Email us at: info@wildlifefriendly.org

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