The View from Here

Back in 2007 a new approach called ‘conservation enterprise’ was just starting to catch people’s attention. Inspired by the groundbreaking work of the early adopters of this new model for conservation and development, we organized a landmark meeting at the White Oak Conservation Center in Yulee, Florida. At the end of those extraordinary three days the Wildlife Friendly Enterprise Network was born. Our vision was for a community of practice which would connect Wildlife Friendly® enterprises with early stage expertise to spur innovation and address supply chain and conservation challenges. The result would be positive change for the world’s most endangered wildlife, while providing real livelihood opportunities to local communities living in the same landscapes. We would share these inspiring stories of coexistence with leading edge companies and their consumers to provide incentives for protecting wildlife. At our 10-year milestone I am thrilled to report many of these dreams are becoming reality. Working with trusted partners who are the strength of this Network, and with your generous support, the ‘next gen’ of Wildlife Friendly® eco-entrepreneurs are emerging as champions for people and wildlife. The stakes are higher than ever but with your help we are making a real difference in some of the most magnificent landscapes left on earth. Please join us as we build this movement - there are exciting adventures on the road just ahead!

Safari njema,

Julie Stein
Executive Director and Co-Founder

WITH SPECIAL THANKS
WFEN Founding Corporate Network Members
Our Sponsors, Donors & Partners
The DuPuis Group
Holland & Hart
Spoor & Fisher
Clyde & Co
MacDonald & Association
Elephant Conservation and Enterprise Program, University of Montana (UM)
Broader Impacts Group with support from UM’s Montana Enterprise Center (MonTEC) and Blackstone Launchpad

JOIN OUR TRIBE
• Request Wildlife Friendly™ products and tourism
• Join 1% for the Planet
• Share our stories
• Support our mission
• Host an event
• Get certified or Join our Network
• Start a Wildlife Friendly™ business & join our family of brands
• Volunteer
• Donate airmiles

TRACK US IN THE FIELD ON
@wildlifefriendly
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Impact: Our Mission in Action

The work of WFEN is actively advancing 16 of the 17 Sustainable Development Goals (SDG) defined and put forward by the UN to end poverty, protect the planet and ensure prosperity for all. Highlighted achievements include:

**Pioneering Wildlife Friendly™ Ecotourism**

Responding to demand from tourists for a credible way to select experiences that advance wildlife conservation, WFEN developed the world’s first Wildlife Friendly™ Tourism standards to address impacts of travel on wildlife. Our tourism projects are featured as ‘Solutions’ for sustainable travel by the U.N. World Tourism Organization’s International Year of Sustainable Tourism for Development in 2017.

WFEN launched the world’s first Sea Turtle Friendly™ label, piloted with two resorts in the Philippines in 2017, to ensure best practices for the survival of these ancient mariners in a biodiversity hotspot. Working with an advisory committee including the Wider Caribbean Sea Turtle Conservation Network (WIDECAST) and other leading experts we developed state-of-the-field robust standards for resorts, lodges, and tour operators as well as collateral educational materials for tourists highlighting key threats to Sea Turtle survival such as lighting, beach-front development, plastic pollution, and poaching.

**Gorilla Friendly™ Tourism**

WFEN expanded work in the Mountain Gorilla range states highlighting local tourism supply chains and livelihoods through groundbreaking work on Gorilla Friendly™ Park Edge Products. In partnership with the International Gorilla Conservation Programme¹ (IGCP) we are advancing a pro-poor approach to ensure communities living in park edge buffer zones are benefiting from the Mountain Gorilla tourism.

¹ IGCP is a coalition program of a coalition programme of Fauna & Flora International and WWF
GROWING DEMAND & VISIBILITY FOR WILDLIFE FRIENDLY™ PRODUCTS

Wildlife Friendly™ enterprises are diversifying, scaling up and out, and in some cases bringing a price premium for the label including Certified Ibis Rice™ which reached European export markets this year. Several new Wildlife Friendly™ Indian origin specialty food enterprises were launched to enthusiastic global reviews including Elephant Friendly Tea™, a partnership between WFEN and the University of Montana’s Broader Impacts Group (BIG), as well as Jungle Organics™ & Wild Kaapi Coffee. These high quality made-in-India businesses were built around the idea of Wildlife Friendly™ from inception, providing niche business opportunities targeting the Aspirational consumer market while providing incentives for best practices for species from Elephants and Tigers to amphibians and pollinators.

Engaging in a partnership with WFEN has made all the difference for achieving our mission of elephant conservation. University of Montana scientists and sustainable business experts have joined forces with WFEN to develop the Certified Elephant Friendly™ program to target change where agricultural practices have had negative impacts on elephant populations. Brand recognition under WFEN has helped us leverage greater results in the field for elephants and expanded market opportunities for the certified tea products. With the help of Julie Stein and the WFEN team, we have gone from an idea to making a difference on the ground in less than one year. The Elephant Friendly™ Certification will soon include both Asian and African elephants and additional agricultural products beyond tea, such as coffee. Together we are securing a future for elephants in the wild and consumers are showing that they want to be part of this mission by purchasing the high quality products certified under this label.

-- Lisa Klimek Mills

Watch This Space: Roar Collaborative

The Roar Collaborative is a partnership project between Firepot Nomadic Teas and WFEN. Funded by 1% of teas sales we will provide mentoring, training and support to young women in the origins of tea in order to build self-sufficiency and leadership skills as change-makers in their communities for protection of wildlife and habitat.
The Map below shows our growth in landscapes and species protected.

WE PROMOTE THE STEWARDSHIP OF +12 MILLION HECTARES GLOBALLY

Branding

Developed customized consumer-facing flagship species logos for wildlife on five continents to share the compelling stories of People Planet and Profit behind each of our certified enterprises around the globe.

We would like to express deep gratitude for our ace design team at DuPuis Group. We rely on them each and every day to help us tell our stories to consumers. We couldn’t do this work without them.
**Finances**

### Revenue

- Grants: 43%
- Donations: 9%
- Network Membership / Logo Licensing: 1%
- Certification: 1%

### Expenses

- Program: 98%
- General: 2%

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**Building Economies to Save Ecologies**

The work that WFEN does embodies the phrase ‘think global, act local’ well. Conservation happens at a local level, but support for that conservation needs the global touch to be sustainable. You do this so well and I am so proud to be associated with you.

— Carol Bogezi

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**We invite you to help us create a Wildlife Friendly® world**

Help us build a path to sustainability through a direct donation (CWF c/o, 4969 NE Avalon Lane, Bainbridge Island, WA 98110) or by hosting a fundraising event (got ideas? Tell julie@wildlifefriendly.org!)

If you have a business please consider joining 1% for the Planet and designating Wildlife Friendly Enterprise Network for your Earth Tax or write to julie@wildlifefriendly.org to learn more about joining our Network.