Wildlife Friendly Enterprise Network (WFEN)

Wildlife Friendly® Tourism Certification

Reference Form

Applicant instructions: Please fill in the following information prior to providing this form to a registered conservation organization.

Applicant Name:

Applicant Organization:

To the Referee:

The Wildlife Friendly Enterprise Network protects wildlife in wild places, and on private agricultural lands in between, by promoting enterprises that allow wildlife and people to coexist and thrive. We appreciate your responding to the questions below, in order to help us gain better understanding of the product and its conservation mission. For more information, please see www.wildlifefriendly.org

A. Referee Information

|  |  |  |  |
| --- | --- | --- | --- |
| Name and Title | | | Date |
| Organizational Name: |  | | |
|  | | | |
| Website: |  | | |
| Email: |  | | |
| Phone: | Skype: | Fax #: | |

B. Questionnaire

1. Please describe your organization's mission

1. What is your relationship to the applicant? Please note how long you have known the applicant organization. Have you visited the applicant’s site?
2. How do the applicant’s tourism program and associated activities affect wildlife and/or the threats faced by wildlife in the region?

1. How does the applicant involve its employees and the surrounding community in wildlife conservation?

1. To your knowledge, does the applicant collect information on the numbers or condition of wildlife in the area? If so, how?

1. Are you aware of any wildlife that is consumed, displayed, sold, traded, hunted, killed or harvested in the area where tourism activities occur, or by community members in other areas? Please list the species consumed, displayed, sold, traded, hunted, killed or harvested. Describe the relationship, if any, between these activities and the product or production process of the applicant. [We recognize that wildlife are important to subsistence of many people. We inquire into consuming, displaying, trading, hunting, killing or harvesting in order to understand the relationship between community members and wildlife.]

1. Does the applicant’s tourism program keep any animals in captivity? If so, please describe which animals are kept in captivity, the reasons for doing so, and any concerns that you may have regarding this aspect of the tourism operation.
2. Does the applicant’s tourism program have a code of conduct in place regarding interactions with wildlife (ex. minimum approach distance, hygiene recommendations, noise restrictions, responsiveness to changes in the behavior of individual animals)? If so, do you feel that this code of conduct is well-enforced?

1. To your knowledge, are any wildlife fed, handled, or touched at the applicant’s tourism site/sites?
2. Does the applicant provide targeted environmental education to visitors regarding wildlife in the area? If so, what kind? Do you feel that the educational materials are effective?
3. Do you have any concerns about recommending this conservation enterprise as Wildlife Friendly®? Your comments will be kept strictly confidential.

I attest that I have provided this information truthfully and to the best of my knowledge and ability:

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_