



wildlifefriendly.org

IMPACT REPORT 2022-2023



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We write this report to celebrate the impact of our portfolio partners, projects, and stakeholders over the past 2 years (2022-2023).

Since my appointment in 2022 as Executive Director of Wildlife Friendly Enterprise Network, the world has bounced back from the Covid-19 pandemic and we, too, have returned to full scale operations. We have consolidated the intensive “building phase” and started to see real successes with our certification programs. Our certified enterprises are growing and reaching mainstream markets, as not only consumers, but large brands, start to appreciate the value of Wildlife Friendly products.

This report also celebrates you, our members and partners, without whom our work would not be possible. We thank you for your generous support that has enabled us to accomplish so much within such a short period.

In the following pages you will find details of our remarkable work in the field with communities, as well as the extended reach of our certification programs and the projects across the globe.

Christine Lippai
Executive Director

Impact At A Glance

Wildlife Friendly Enterprises Network (WFEN) certification programs have been instrumental contributors to conservation efforts for endangered wildlife populations around the world.

Since the launch in 2009 of our certification ecolabel - Certified Wildlife Friendly™, our certification programs have been adopted by over 30 certified enterprises across 5 continents.

Sectors under certification range from **cosmetics, sustainable fashion, agriculture** (coffee, tea, rice, spices, cotton) and **handicrafts to tourism, carbon credits, and regenerative agriculture.**

Engagement with numerous investors and donor organizations, WFEN has mobilized over \$1 million for community conservation projects across 5 continents.



1 million



100+ Community Projects
200,000+ community livelihoods impacted



20+ countries



30+ certified enterprises on **5** continents conserving **100+** endangered species

Using an enterprise-based model for in-situ conservation that enables coexistence of wildlife and humans, our certification programs contribute to achieving the United Nations Sustainable Development Goals, and a tangible implementation of IUCN guidelines, such as the IUCN Best Practices Guidelines for Great Ape Tourism.



Community Investment and Partnerships

Since 2022, our investment in community conservation initiatives increased through 4 targeted programs:

- **Certified Gorilla Friendly™** in partnership with the International Gorilla Conservation Programme
- **Certified Jaguar Friendly™** Program with ProCAT Colombia
- **Certified Guanaco Friendly** Program in partnership with WCS Argentina
- **Certified Wildlife Friendly™** Program in partnership with Fauna and Flora International Myanmar for conservation of the Western Hoolock Gibbon.

Community certifications have played a huge role in safeguarding wildlife and providing the necessary resources for improved local livelihoods. Certification of products and services has enabled community enterprises to access premium markets for their products and to generate stable incomes and job security.

WFEN's activities have inspired more entrepreneurs to promote and invest in sustainable activities and industries that benefit both wildlife and local people.

5000+

new community members engaged through community-based project certifications

6

New product categories from community cooperatives certified

6

Key Species conserved through certification of community enterprises

Extended Reach

We officially announced our partnership with FairWild

The partnership enables certified operations to be dual certified following both Wildlife Friendly® and FairWild® criteria and guidelines. Enterprises can enjoy the benefits of both wildlife-focused and wild harvest-focused branding and marketing, thus tapping into the unique support provided by both organizations.



Fauna and Flora International (FFI)- Myanmar

In an attempt to protect watershed forests and western hoolock gibbons, FFI initiated a community-based conservation programme in the proposed Mann Wildlife Sanctuary landscape of Myanmar through coffee production which has one of the most promising strategies for conserving the country's biodiversity.

For more than 10 years, FFI has been working with Asho Chin Communities Association (ACCA) to conserve wildlife, reduce the conversion of Western Hoolock Gibbon forest habitat, and develop sustainable coffee agroforestry as an alternative to shifting cultivation. The coffee produced is now Certified Wildlife Friendly. Fauna & Flora and Genius Coffee continue to support ACCA, through the provision of both technical and financial support to develop the coffee value chain and improve local livelihoods.



Wildlife Conservation Society - Congo

In 2023, Nouabale Ndoki National Park, located in the Republic of Congo became the first National Park to be certified under the Certified Gorilla Friendly™ Tourism program. This milestone was achieved through collaboration with the WCS Congo and Park management teams. Certification provides assurances that the Park meets the highest management standards for conservation of the Critically Endangered Lowland gorilla (*Gorilla gorilla gorilla*).



Partnership with African Wildlife Economy Institute at the University of Stellenbosch, South Africa

The main purpose of the collaboration between AWEI and WFEN is to facilitate an inclusive, diversified, and flourishing wildlife economy across the African continent through a strengthened enabling environment and thriving wildlife enterprises - brought about by generating common standards, knowledge, engaging stakeholders, and embedding sustainability through certification.



Extended Reach

Certification of Cotton in the Satpura Pench Corridor COFE Producer Company Ltd and WWF-India

The Satpura Pench corridor connects two tiger reserves, Satpura and Pench, and faces significant anthropogenic and developmental pressures, primarily driven by land-use changes and the effects of climate change. In response to solving these challenges, WWF-India collaborates with COFE Producer Company Limited. COFE has been actively working closely with smallholder farmers residing in this critical region, with a mission to promote organic and regenerative agricultural practices. This initiative has helped farmers improve their livelihoods and agricultural fields have not been converted to alternative land uses, thus maintaining the functionality of the Satpura Pench corridor for wildlife movement.

Certified Wildlife Friendly™ certification of cotton produced by farmers under COFE Producer Company Limited is a significant achievement recognizing the efforts made by COFE in creating a conducive environment for wildlife to thrive and improved livelihoods through organic cotton farming.



Certification of Four New Farms for Certified Wildlife Friendly™ Wool - WCS Argentina

The Southern Patagonia region of Argentina is one of the world's major wool production sites. However, this production has a high environmental cost attached to it and the conservation of native wildlife has not been addressed adequately, with inevitable impacts on the sustainability of the industry.

In response to the negative environmental impacts of sheep ranching on the Patagonian landscape, Wildlife Friendly Enterprise Network (WFEN) and Wildlife Conservation Society Argentina (WCS) have joined forces to work with wool producers practicing sustainable grazing management to make their wool more Wildlife Friendly®. Through this collaboration, more and more sheep farmers in the region are integrating regenerative agricultural practices with Wildlife Friendly® production criteria. "The aim is to transform wool production practices on at least 300,000 hectares into Regenerative + Wildlife Friendly®," said Andres Novaro of WCS-Argentina.

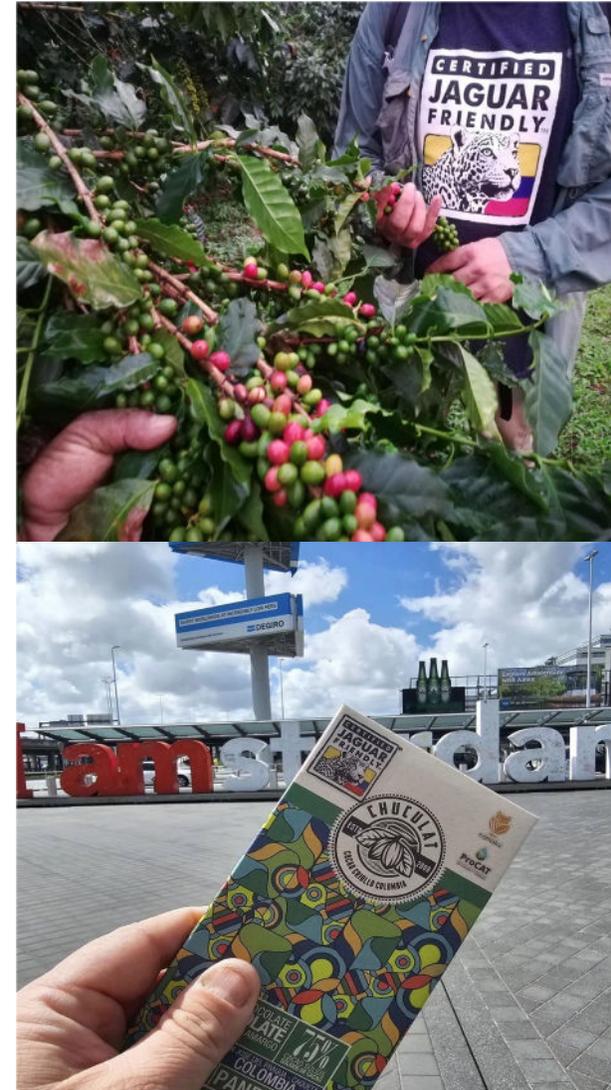


Extended Reach

Four Cooperatives Certified Jaguar Friendly for Coffee and Cacao, in partnership with ProCAT Colombia

The expansion of agriculture in the Sierra Nevada de Santa Marta region of Colombia is one of the biggest wildlife conservation threats in the region that is resulting in habitat loss for key species. This region provides fertile soils for the vibrant coffee and cacao farms but also is a home for the majestic jaguar - considered the last stronghold for jaguars in Colombia. As an apex predator, the jaguar is one of the species that is being most affected by habitat loss, and also loss of prey from unregulated hunting and retaliatory hunting as a result of the conflict with cattle ranchers and local farmers in the area. In a groundbreaking initiative, ProCAT Colombia has been working with WFEN to implement Jaguar Friendly™ standards on Coffee and Cacao farming in the region.

In 2023, **four new** farms comprising a total of **60 coffee and cacao farmers**, became **Certified Jaguar Friendly™**, protecting **1,992 hectares** of jaguar landscape, of which **870 hectares forested**. This brings the total number of Certified Jaguar Friendly™ farmers to over **130+**.



Exhibitions and Conferences

Future Fabrics Expo 2023



Future Fabrics Expo 2023 provided a platform for discussions and showcasing of sustainable fashion innovation and the celebration of new materials, technologies, and fabrics. The Expo took place in London and WFEN's Executive Director participated on a panel discussion, highlighting the Certified Wildlife Friendly program in Argentina.



The Expo showcased the latest innovations in sustainable materials such as organic cotton, recycled polyester, soy fibers, Wildlife Friendly fiber, etc. The Expo organized an array of workshops, seminars, and talks to educate the attendees on the latest developments in sustainable fashion including Wildlife Friendly practices. Speakers included representatives from global brands, innovative startups, scientists, and conservationists.



The Business of Conservation Conference 2023, Kigali, Rwanda

The event brought together influential leaders in the African wildlife economy space, including government leaders and stakeholders from corporate, private, and public conservation-related sectors.



The goal of the Conference was to seek practical and sustainable ways to power forward economic growth in Africa through wildlife conservation. WFEN was represented at the Conference by its Network & Certifications Coordinator, Sheillah Munsabe.



19th Kwita Izina Gorilla Naming Ceremony, Rwanda



WFEN was invited to attend the the Gorilla naming ceremony - the *Kwita izina 2023*. This is an annual event that was held on 1st September 2023, to name 23 baby gorillas and celebrate Rwanda's commitment to sustainable and responsible tourism.

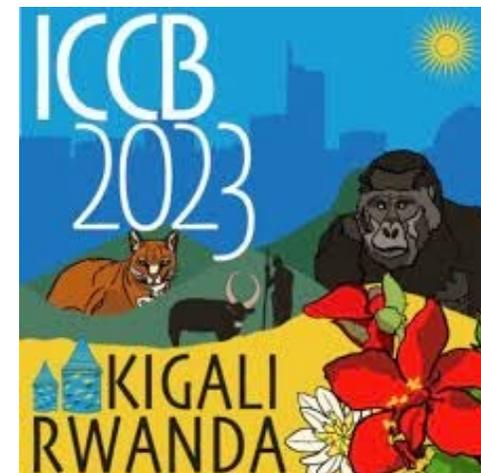
Photo: Sheillah Munsabe, WFEN's Network & Certifications Coordinator, IGCP Director Wellard Makambo, and IGCP Deputy Director, Jean Paul Hirwa.

Exhibitions and Conferences

The Society for Conservation Biology - 31st International Congress for Conservation Biology (ICCB 2023), Kigali, Rwanda

WFEN attended ICCB 2023 where Sheillah Munsabe where she met with different partners and delivered a presentation entitled: “Certified Gorilla Friendly™ a tool for Community-based conservation and sustainable livelihoods”, which highlighted WFEN’s work and investment in women for enhanced conservation impact. The presentation noted in particular the contribution made by local communities to Mountain Gorilla conservation agendas through implementation of Certified Gorilla Friendly production practices, which have resulted in tangible economic benefits.

As a young woman working on conservation and development programs, Sheillah gave the following advice to other young women in the audience: ***“passion and impact are key for any project and for any career choice, so wherever you are choose, make sure you are passionate about your work and focus on the impact it will create.”***



Certifications

Since resuming post-Covid-19 business operations in 2022, we are receiving a growing number of applications for our certifications, in both our **Global** and species-specific Certification programs. In 2023, WFEN certified the following:



33 new Certified Wildlife Friendly

™ enterprises, comprising:

4 Ranches in the Patagonian landscape for Merino wool production

26 smallholder farmers engaged in the Cooperativa Zapala for merino and mohair production

1 Association for coffee in Myanmar

1 enterprise for organic cotton and oranges in India

1 ranch in Paraguay for beef



60 Certified Jaguar

Friendly™ smallholder coffee and cacao farmers from:

3 cooperatives for Cacao production, and

1 cooperative for Coffee production



12 Certified Gorilla Friendly™ Park

Edge Community Products Enterprises around Volcanoes National Park (RW) and Bwindi Impenetrable National Park (UG)

3 National Parks applied for Certified Gorilla Friendly™ Tourism

1 National Park - Nouabale-Ndoki National Park in the Republic of Congo, became the first Certified Gorilla Friendly™ National Park



2 New Tea Estates applied for Certified Elephant Friendly™ Tea

Projects

Regenerative Fund for Nature



Southern Patagonia is renowned for its immense wool production, yet this practice has also resulted in a series of environmental problems due to unsustainable wool production in this region. To combat this, the Wildlife Conservation Society (WCS) Argentina and Wildlife Friendly Enterprise Network have collaborated to integrate Regenerative and Wildlife Friendly™ production across the landscape. A win for the environment and for the livelihoods of rural herders in southern Patagonia

230,000 + Hectares Certified
500+ households directly benefiting from this program.

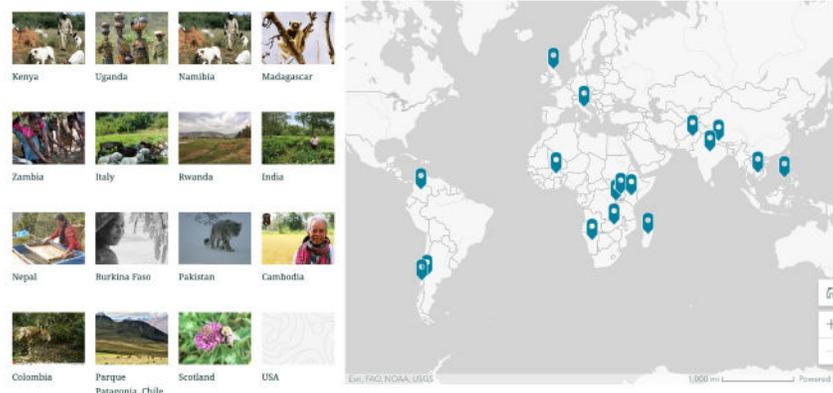
Outputs include:

- o Brochures produced under the program have been shared with targeted fashion brands and are used for promotional purposes to highlight the Certified Wildlife Friendly merino and mohair produced in Argentina.
- o Video on the Livestock Guardian Dogs as a coexistence tool for livestock ranchers
- o Video on Guanacos of Patagonia
- o Video on Certified Wildlife Friendly garments



Story Map - Buy Wild Platform

As we aim to extend the impact of certification on wildlife conservation and improve public awareness about Certified Wildlife Friendly products, we are developing a Story Map that will showcase the reach of Certified Wildlife Friendly enterprises across the globe, as well as provide information on the key species, products, and where to buy certified products and services. The full and final Story Map will be launched in early 2024.



New Standards under Development, Revised, Approved

With growing interest in our certifications and partnerships, we have revised and completed the following standards:

1. **Certified Jaguar Friendly™ Revised**
2. **Certified Andean Bear Friendly™ Approved**
3. **Certified Wildlife Friendly™ Tourism Revised**
4. **Certified Guanaco Friendly™ Fiber Approved**



Projects



Arcus Foundation Grant

We recently closed out the Arcus Foundation Grant - a 3-year project funding for the **Certified Gorilla Friendly™** program, implemented in partnership with IGCP. The grant funding resulted in numerous outputs and achievements, including:

- Development of and updating the [Gorilla Friendly Website](#)
- Certification of **12** community enterprises as Certified Gorilla Friendly™ Park Edge Community Products
- Applications for Certification of 2 National Parks
- Production of Illustrated Guide to the Gorilla Friendly Standards
- Invitations to make presentations on the program to tourism stakeholders
- Collaborated with WWF to include Certified Community Enterprises in the database of [African Nature-Based Tourism Platform](#)



GEF funded Fashion Pact Project

Conservation International and Global Environment Facility (GEF) partnered together to execute the **Transforming the Fashion Sector with Nature** project, a two-year initiative with the aim to transform the fashion sector to drive a positive change and impact on biodiversity, climate, and ocean commitments. The Fashion Pact brings together 75 CEOs and over 200 fashion brands, representing a third of the fashion industry by volume, and the project catalyzed extensive support to enable the industry's transition to become biodiversity positive.

A key output is a Guidance Document distributed to all Fashion Pact signatories, which include a summary of key elements to be considered for threat reduction, biodiversity conservation, and ensuring positive outcomes for wildlife and climate. Two case studies of best practices for Wildlife Friendly® wool and cashmere were included in the document.

THE FASHION PACT



Wildlife Friendly® Enterprises' Successes

Seilich

Seilich Botanicals continued to reap [awards](#) and accolades for their Certified Wildlife Friendly products, including their [calming teas](#), as well as a business Circular Economy Award. Owner Sally Gouldstone acts as an important Ambassador for Wildlife Friendly principles and has been interviewed and featured in several magazines.



Certified Elephant Friendly Tea

Certified Elephant Friendly tea was purchased [by Davidson's Organics](#), with a prominent launch in the US and the teas featuring on the front page of their website.

Ibis Rice

Ibis Rice continues its impactful work with rice farmers in Cambodia for conservation of the Giant Ibis. Company growth continues and their rice is now available on [Planet Organic](#) shelves.

Wildlife Friendly® certification has enabled the certified farmers to acquire a 70% premium price for certified rice.



500,000

Hectares of Forest Conserved

50

Threatened Species Protected

2,000

Wildlife Friendly® Farmers

Wildlife Friendly® Enterprises' Successes

Change a Life Bwindi Women Weavers, Uganda

Change a Life Bwindi Women Weavers – newly Certified Gorilla Friendly™ Park Edge Community Products – were proud to announce that they accessed markets in Kenya for their **Certified Gorilla Friendly™** baskets.



Aluan

Aluan continues to supply LUSH with its Certified Wildlife Friendly coconut oil and is looking to expand its portfolio of certified products to intercropped spices and aromatics



And many many more...



FRIENDLYWOOL
PATAGONIA

CHIANTI  CASHMERE



TA'NA'NA®
MADAGASCAR