

Creating a Wildlife Friendly™ World Biennial Progress Report 2018 & 2019

Greetings,

Our mission to protect wildlife in wild places - and on agricultural lands in between - has never been more important. As a wise person pointed out during our "Fashion and Nature" panel at designer Donna Karan's Urban Zen space in New York City in October of 2018 – more people shop than vote. We have tremendous influence as consumers. At WFEN we use certification as a tool to empower communities, companies and their consumers to be the change they wish to see in the world. Together we can transform consumerism from one of the key threats facing biodiversity to a global opportunity by leveraging the immense buying power of "Aspirational" consumers – who according to brand and social innovation consultancy BBMG - now make up 40% of the world's shoppers. Please join us in our mission to create a Wildlife Friendly™ world.



WFEN Executive Director/Cofounder Julie Stein with members of the Talaandig Tribe of Mindanao, the Philippines.

Warmly,

Julie Stein, Executive Director / Co-founder

"One of the biggest conservation challenges in the world is to open spaces for species ... [so that] the presence of jaguars becomes a benefit for the grower, it is no longer a problem – but is a guarantee that your farm is, with this certification, more productive than it was before."

– José Fernando González Maya, PhD., Director of ProCAT Organization International

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:

Certified Jaguar Friendly™ Coffee Expands to Colombia

Through our partnership with Proyecto de Conservación de Aguas y Tierras (ProCAT International), 7 Colombian coffee farms achieved recognition under the Certified Jaguar Friendly™ program in 2019. These farms, located in the Sierra Nevada de Santa Marta, protect critical forested habitat in a landscape increasingly threatened by intensive agricultural and cattle ranching. The farms cover 657 hectares of land, of which 435 hectares is protected forest, and much of the remainder is used for the production of shade-grown coffee. These enterprises employ over 130 people and farmers participating in this program are actively working to prohibit the hunting of jaguars and their prey species on coffee growing lands across this mountain range. Because jaguars are an umbrella species this program also protects puma, ocelot, jaguarundi, agouti, armadillos, and white-tailed deer. Participating coffee farms ensure that jaguars and many other species can safely roam throughout these healthy forests and protected corridors.



Certified Elephant Friendly™ Tea Standards Completed

New first-of-their-kind science-based standards for Certified Elephant Friendly™ Tea were completed with experts at the University of Montana. Over the past 75 years, the Asian elephant population has declined more than 50 percent and only an estimated 45,000 to 50,000 remain in the wild and 70% of tea agriculture lands in India overlap with elephant range. Some of the most substantial – yet fixable – challenges elephants face in and around tea lands - including electrocutions, chemical poisoning, ditch hazards, blockage of corridors of



"By decreasing elephant mortality and human-elephant conflict, the certification program provides a pathway for tea producers to help reverse the global decline of Asian elephants, while simultaneously improving the well-being of tea workers who are often on the front lines of human-elephant conflict."

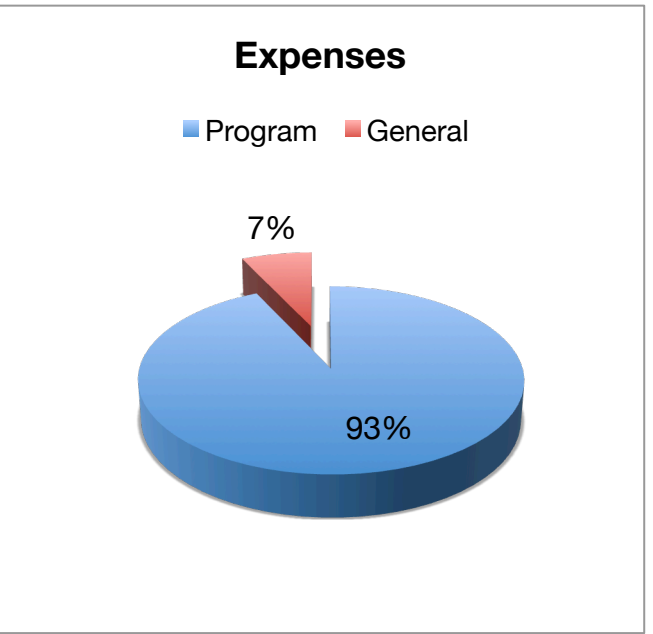
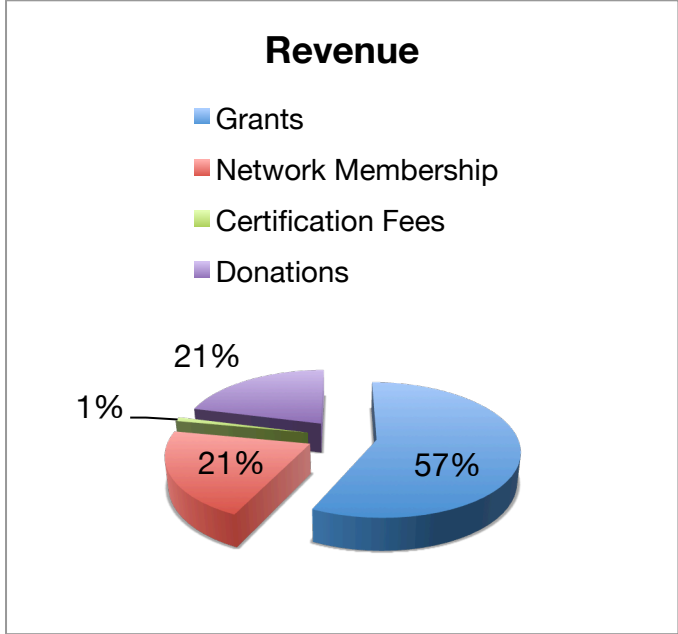
Scott Mills, University of Montana

movement, degradation of habitat, and human-elephant conflict – are addressed making these standards an incentive for tea producers to provide safe passage for endangered elephants and to improve human safety by applying evidence-based best practices for conservation impact.

Growing Visibility – and Demand - for Wildlife Friendly™ Products

We work to spread awareness of the importance of Wildlife Friendly™ production and supply chains with brands and their consumers. In 2018 & 2019 our stories were picked up by BBC Travel, Vogue Business, and the Stanford Journal of Social Innovation among many others. Our certified products made a splash when musical phenomenon Beyoncé’s daughter wore a Wildlife Friendly™ artisan made piece from Kenya to a Wearable Art Lion King themed gala in California.

Financials



Join Our Tribe

- Request and support Wildlife Friendly™ enterprises, products and tourism
- Join 1% for the Planet and select WFEN as your nonprofit partner
- Share our stories
- Support our mission through a donation
- Host an event
- Get certified or Join our Network
- Start a Wildlife Friendly™ business & join our family of brands
- Volunteer
- Donate airmiles



Special Thanks

- WFEN Founding Corporate Network Members
- Our Sponsors, Donors & Partners
- The DuPuis Group
- Holland & Hart
- Spoor & Fisher
- Clyde & Co
- International Gorilla Conservation Programme
- Elephant Conservation and Enterprise Program, University of Montana (UM) Broader Impacts Group
- Wider Caribbean Sea Turtle Conservation Network (WIDECAST)
- Proyecto de Conservación de Aguas y Tierras (ProCAT International) – Colombia & Costa Rica

**@wildlifefriendly****@WFEN****@WildlifeFriendly**