



Wildlife Friendly Enterprise Network (WFEN)

Certified Wildlife Friendly® Tourism Pre-Assessment Form

The purpose of this document is to provide background information about a tourism product or service and its conservation objectives and to determine alignment with WFEN's Mission and Global Tourism Certification Criteria. The information provided will be kept strictly confidential. Please see www.wildlifefriendly.org for additional information or contact us via info@wildlifefriendly.org if you need assistance. Completed form should be sent to: info@wildlifefriendly.org with "Pre-Assessment Form Submission" in the subject line.

A. Applicant Information

Name of Applicant:*		Date:	
Organization Name:			
Complete Mailing Address:			
E-mail:			
Phone:		Fax:	Skype:
List type of tourism:			
Website: Facebook: Twitter: Instagram: YouTube:			

* In the event that your application form is being completed by an organization or cooperative, please include their details in the above table.

B. Questionnaire

#	Question	Response
1.	When did you create your enterprise or start to make your products?	
2.	If you work with a community or communities, for how many years?	
3,	Can you confirm that your enterprise meets the Certified Wildlife Friendly Tourism standards?	
4.	Would you like to apply for Group Certification? If 'no', please go to question 5. If 'yes', please respond to 4.1 and 4.2 below:	
4.1.	<i>Please list your tourism activities / geographic areas / key species for each site</i>	
	4.1.1.	
	4.1.2.	
	4.1.3.	
4.2.	<i>Are your various sites and tourism products under Group Certification managed under a common project management scenario?</i> <i>If these are not under a common project management scenario, please describe the management system.</i>	Yes/No
5.	Describe the area where tourism activities take place. Please include information about the geographic location, ecosystem, and biodiversity of the area. Also, please list the key wildlife* you protect (list at least 1 species and no more than 10).	
	a) Area sourced/produced b) Geographic location c) Ecosystem d) Biodiversity e) Key Wildlife Species	
5.1.	How many total hectares are included in your enterprise?	
	5.1.1. Of this area, how many hectares are forested?	

5.2. Please note which of the following ecosystem type(s) are located within your geographic areas(s):

Ecosystem	Yes	No
Agroforestry		
Rangeland/pasture		
Temperate deciduous forest		
Temperate evergreen forest		
Taiga, boreal forest		
Tropical and subtropical deciduous forest		
Tropical and subtropical evergreen forest		
Temperate grassland, savannah, shrubland		
Tropical, and subtropical grassland, savannah, shrubland		
Montane grassland or shrubland		
Wetland (swamp, peatland)		
Rivers, Lakes, ponds, streams, estuaries		
Chaparral		
Tundra		
Desert and xeric shrubland		
Coastal		
Beach		
Seagrass		
Mangrove		
Salt marsh		
Coral reef		
6. Please note the threat(s) to the area:	Y/N	
Human-wildlife conflict (including resulting injury or mortality)	<input type="checkbox"/>	

Habitat loss or degradation	<input type="checkbox"/>	
Deforestation (incl. illegal logging, slash and burn agriculture, unsustainable harvest of non-timber forest products)	<input type="checkbox"/>	
Decline in natural prey species or other food sources	<input type="checkbox"/>	
Loss in species diversity	<input type="checkbox"/>	
Pollution and contamination (e.g. from pesticides, plastics, improper processing of solid waste)	<input type="checkbox"/>	
Unsustainable agricultural practices (e.g. large-scale, intensive monocultures or ranches)	<input type="checkbox"/>	
Restrictive fencing or other artificial boundaries	<input type="checkbox"/>	
Legal sport hunting	<input type="checkbox"/>	
Legal subsistence hunting	<input type="checkbox"/>	
Illegal poaching for subsistence	<input type="checkbox"/>	
Illegal poaching for the wildlife trade	<input type="checkbox"/>	
Lack of environmental awareness in the community	<input type="checkbox"/>	
Lack of management capacity or enforcement issues relating to wildlife or protected areas	<input type="checkbox"/>	
Lack of appropriate zoning and planning policies	<input type="checkbox"/>	
Climate changes	<input type="checkbox"/>	
Lack of sustainable livelihood opportunities	<input type="checkbox"/>	
None	<input type="checkbox"/>	
Other* (please explain)		
7.	Please provide any information or data that demonstrates how your tourism programs improve the condition of key wildlife or abates the threat(s) described above.	
8.	Are any wildlife consumed, displayed, sold, traded, hunted, killed or harvested in the area where tourism activities occur, or by community members in other areas? <i>[We recognize that wildlife is important to the subsistence of many people. We inquire into consumption, display, trade, hunting, killing or harvesting in order to understand the relationship between community members and wildlife.]</i>	Yes/No
8.1	Please list the species hunted, killed, or harvested	
8.2	Describe the relationship, if any, between these activities and the product or production process	

8.3	Does your tourism program keep any animals in captivity? If so, what species, and for what purpose? Please provide documentation of any licenses to keep wildlife in captivity, as subject to local and national laws.	
9.	Does your tourism program take steps to mitigate the introduction of invasive species, and to promote the conservation of native species aside from the key species described above?	
10.	Please list the following:	
10.1.	Number of men employed	
10.2.	Number of women employed	
11.	What is the population size of the community where your enterprise is located?	
12.	Does your enterprise support community projects in the following areas? Select as many as apply:	Yes/No
	Education	
	Women's projects	
	Health	
	Environment (Water, reforestation, awareness, etc)	
	Livelihood diversification (sustainable agriculture, health, beekeeping, tourism, handicraft production, etc)	
	None	
	Other (please explain)	
13.	Education and Tourist Behavior	
13.1	Does your tourism program provide any educational or interpretive materials for tourists during and/or after their visit? If so, How are these materials evaluated for effectiveness? Please describe and attach copies of these materials, if applicable.	
13.2	Does your 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, please provide a copy of your code of conduct	
13.3	How is the code of conduct enforced where tourism activities take place? (if applicable)	
13.4	Do any tourism activities involve the handling, feeding, baiting, or touching of wildlife? Please provide specific information as to the species that are handled, fed, baited, or touched (if any)	

C. General Program Design

14.	Describe the impact and/or benefit of your tourism operations on local community members and the community as a whole. Please include details of how local community members participate in your tourism venture.	
15.	We realize that your enterprise has beneficiaries other than those directly employed. How many total families would you say benefit from the projects initiated by your enterprise in the past year?	
16.	Please describe, step-by-step, how and why your tourism program differs from the typical practices of your industry.	
17.	Describe how your tourism program integrates local resources, products, and knowledge.	
18.	How do you evaluate the effectiveness of your tourism program's conservation initiatives?	
19.	In the last year, did you use a monitoring system and protocols to track the impact of your activities on the key wildlife present in areas where your tourism activities take place?	

	If yes, please describe the monitoring system and protocols you use to track these impacts, as well as information on the frequency of monitoring activities.	
20.	Do you partner with a group, individual, or organization for the purpose of wildlife monitoring?	
	If yes, please provide their details and describe your relationship with them. Please include information on how they support wildlife monitoring activities	
21.	<p>Product Information – Have you completed the Product Submission Form - Tourism (attached to this document in Annex A) and provided information on your tourism product(s) in order to assess its/their compatibility with the Certified Wildlife Friendly™ Tourism program?</p> <p>Please provide as much information as possible so that we can identify where help may be needed to prepare your tourism operation(s) for qualification.</p>	

Please supply a **map** (hand-drawn is fine) that shows: i. Tourism operations locations; ii. Nearest important habitat areas; iii. Any known wildlife corridors; iv. An indication of scale, hectares, and the distance and direction to the nearest town (commonly shown on maps).

Please have a registered conservation organization prepare a written reference on behalf of your application, using the **Reference Form** provided.

If you have any **photographs** of people from your enterprise or community, as well as any wild animal photographs, that help to tell your product and conservation story, please attach them to this document. By **signing** this form, you consent that WFEN has permission to use these and to share your story (only if your application is successful and your tourism product is certified). If your images should be credited, please note the appropriate credits.

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

Signature:

Date:

*WFEN defines key wildlife as any plant or animal species defined by the IUCN Red List of Threatened Species as critically endangered, endangered, or vulnerable (link can be found via <https://wildlifefriendly.org/faqs/>, under FAQ). Further, all native carnivores, as well as keystone species, are considered to be key species, and because many additional species face context-specific threats, WFEN includes products that confer protection on other species of concern on a case-by-case basis.

**Please note under Group Certification all project sites must meet our certification criteria. The initial applicant is considered the Group Holder and WFEN reserve the right to randomly select project sites to spot-check at any time.

*Thank you for your interest in Certified Wildlife Friendly™ Tourism
We will contact you after we have reviewed your application*

For Internal Use Only

Certification Committee Comments on Pre-Assessment responses