

Our Approach



Africa is at a crossroads. Exponential population growth, expansive agriculture, rapid industrialization, a burgeoning middle class, and foreign investments are compromising the natural resources upon which wildlife—and ultimately people—depend. Today’s decision-makers are shaping the fate of Africa, and too often they are not factoring in conservation as a strategy for growth. That urgently needs to change.

We have seen that conservation succeeds when Africans directly benefit from—and take responsibility for—balancing nature and development. The most powerful solutions for sustainable growth bring conservation and development to the table together. That is the intersection where AWF works.

Our Vision

An Africa where sustainable development includes thriving wildlife and wild lands as a cultural and economic asset for Africa’s future generations.

We Believe

- ▶ **IF...**
people own, benefit from, and value wildlife and wild lands
- ▶ **THEN...**
people will make cultural, economic, and policy choices to sustain them
- ▶ **LEADING TO...**
improved resource planning, more informed investments, and increased technical capacity
- ▶ **ENABLING...**
land use compatible with wildlife, effective protected area management, and improved enforcement of wildlife laws
- ▶ **RESULTING IN...**
thriving wildlife, secured habitats, and better long-term quality of life for people

The Challenge

Africa is the world's fastest growing continent. Conservation is not an established part of Africa's economic decision-making—nature is being left behind.

Our Solution

Mainstream conservation in decision-making by linking it to the well-being of all Africans. Model scalable conservation strategies that create opportunity for people. Protect wildlife under greatest threat now, before it is too late.

▶ BY 2030

9% of Africa's critical habitats for wildlife will be lost to human activity. Projections estimate **33% will be lost by 2100.**

▶ BY 2100

1/3 of the world's population—**4.2 billion people**—will be African.

AWF's Integrated Approach

Traditionally, conservation in Africa has been focused on conserving wildlife and habitats. People were not part of the picture. But protecting at-risk wildlife and their habitats is not enough. For conservation to succeed in the long run, people must be at the center of conservation and see it as a driver of progress. It must be linked to Africans' aspirations and values. That's why we take an integrated approach that includes leaders at all levels—Pan-African, regional, national, and local communities—to create replicable, scalable conservation solutions that allow people and wildlife to thrive.



Leading for Wildlife

Integrate conservation into decision-making across all levels of society

Living with Wildlife

Model and scale conservation strategies that create opportunities for people

Caring for Wildlife

Protect wildlife under greatest threat now, before it is too late

Conservation is a driver of progress in Africa

People and wildlife are thriving across large landscapes

Africa's iconic wildlife populations are secure in perpetuity



HEADQUARTERS

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