

Our Approach: Leading for Wildlife



AWF is building an African conservation movement and driving economic and political decision-making in support of nature and wildlife.

AWF has invested in individuals and African partners for more than 60 years. This has earned us a significant level of trust with communities, decision-makers in government and the private sector, and governments and corporations seeking to partner in Africa.

We establish, connect, and empower networks of youth, civil society, protected-area directors, and African institutions to define Africa's conservation agenda and drive change. As a trusted adviser to these groups, we help to represent their perspectives from an authentic place of partnership. Networks scale our influence from the local level (a mayor of a town of 5,000) to governmental ministers and appropriations leaders whose decisions impact millions. This gives us a unique and influential seat at the table with heads of state across the continent and increasingly the world.

Our reputation allows us to bring together diverse stakeholders, including as a co-convenor of the first-ever pan-African conservation congress to support an African-led agenda. The event resulted in The Kilgali Call to Action, an unprecedented blueprint of national conservation priorities across the continent designed to strengthen Africa's protected and conserved areas in a just, equitable, and fair manner and deepen the involvement of Indigenous Peoples and Local Communities (IPLCs). These actions will support the rights of local communities to define and lead conservation solutions that are in the long-term best interests of people and wildlife.

Defining Success by 2030

- ▶ An African conservation movement of **165 MILLION PEOPLE** (30% of the sub-Saharan adult population) are aware of the need for positive conservation action
- ▶ **16 MILLION PEOPLE** are making positive conservation decisions that influence society's long-term well-being

What We Do

- ▶ Train, mentor, and connect leaders through fellowships and other programs to grow African policy, management, and entrepreneurship that lead to positive outcomes for people and wildlife.
- ▶ Drive data-based decision-making through economic analyses and advisory services to help governments pursue sustainable growth and implement global agreements.
- ▶ Influence regional, national, and global decision-making forums and amplify Pan-African networks, including youth and local communities, to hold leaders accountable and influence public agendas.
- ▶ Increase conservation's share of voice across African media and society through media, influencers, and activities with cultural and educational institutions.

36 AFRICAN COUNTRIES REPRESENTED
IN AWF LEADERSHIP NETWORKS
(ACBA & GYBN CHAPTERS)

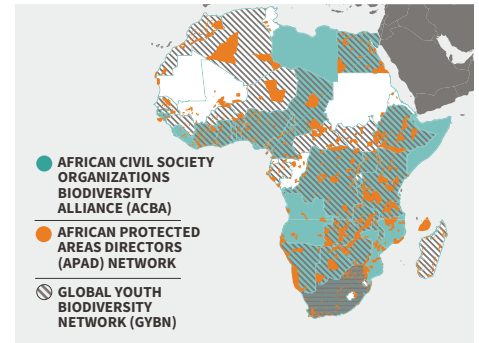
200+ PARTICIPANTS ENGAGED AT
THE SECOND AFRICAN YOUTH
SUMMIT ON BIODIVERSITY

50 YOUNG PROFESSIONALS
SUPPORTED THROUGH
AWF FELLOWSHIPS

AWF in Action

▶ Leveraging the Multiplier Effect of Networks: Pan-Africa

Pan-African networks of civil society organizations, protected area leaders, and youth working in conservation bring local institutions, national governments, and business into efforts to conserve nature. As secretariat for these groups, AWF helps to ensure their perspectives are at the table to influence local, regional, national, and pan-African conservation policies. Combined with AWF's conservation filmmaking and journalism training programs, AWF-supported networks elevate awareness of biodiversity issues and create pathways for action at scale.



▶ Supporting National Strategies to Build Biodiversity Economies: Zimbabwe

With the launch of the Zimbabwe Biodiversity Economy report, Zimbabwe joined several other African countries in taking a systematic approach to defining how biodiversity can contribute to the country's economic growth. AWF initiated and spearheaded the report's development, working with the Ministry of Finance, Economic Development and Investments Promotion, the Ministry of Environment, Climate and Wildlife, and representatives of the tourism and hospitality industry to provide a blueprint for how Zimbabwe can grow its economy in ways that value wildlife and healthy habitats. The report is being used to inform policies and key investment opportunities, and it will guide governmental development planning and decision-making at the ministerial level.



▶ Empowering Local Leaders to Be Changemakers: Kenya

AWF Charles R. Wall Policy Leadership & Management Fellow Grantone Samboja Mwandawiro (right) works in Kenya for the county government of Taita Taveta, where he is the politically appointed lead on natural resource use and the environment. Although he has a passion for conservation, his professional background is in business. Through AWF's fellowship, he gained the perspective necessary to successfully take up a leadership role in the conservation policy space, establishing the first county-led coordination platform for environmental players in his county, which is the largest county in the Tsavo landscape, an important area for wildlife in southern Kenya.

