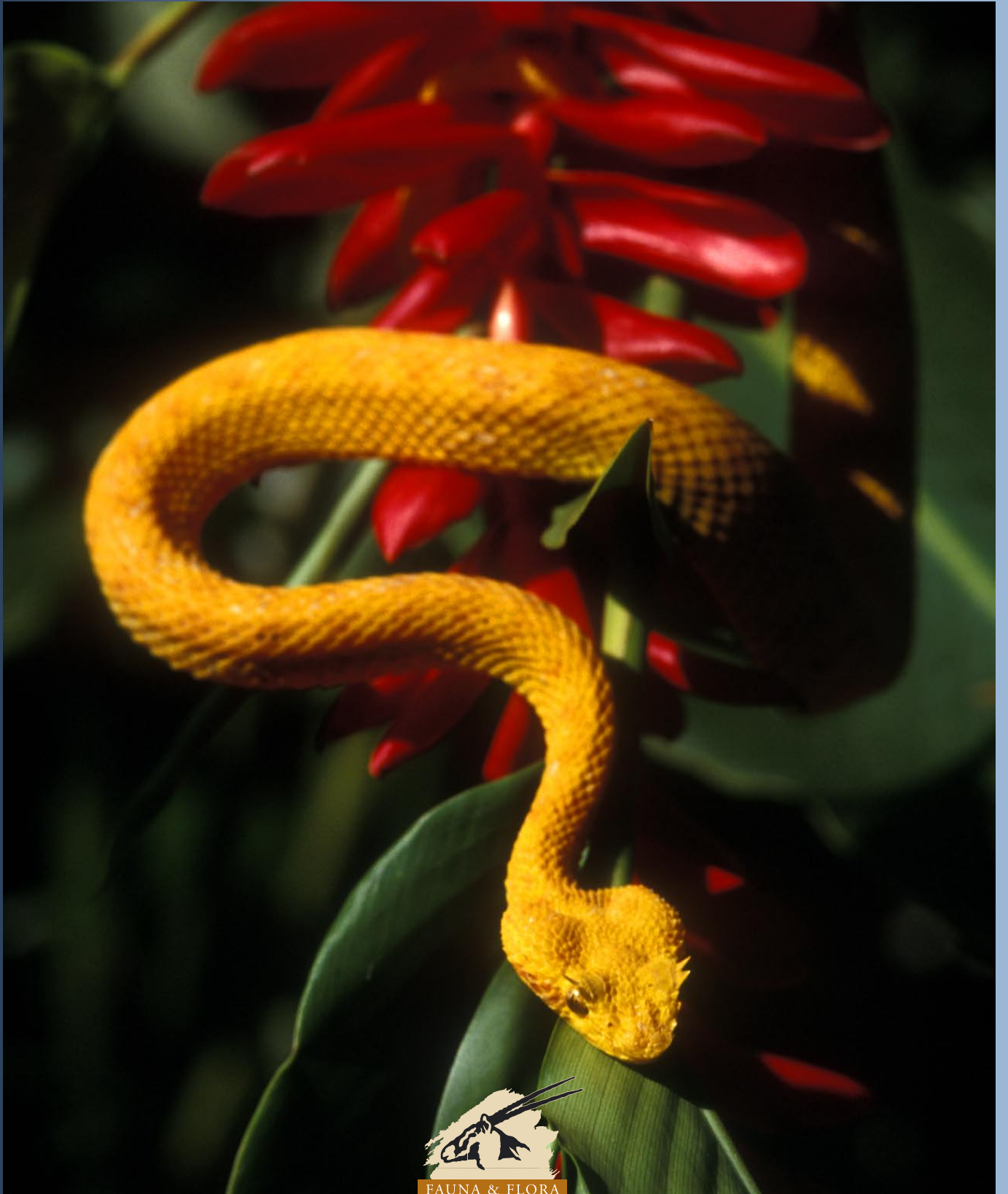


# FFI

## *Fauna & Flora International* **Strategy 2004 - 2008**

*A Summary*



**FAUNA & FLORA  
International**

*Conserving wildlife since 1903*  
Registered Charity Number 1011102

[www.fauna-flora.org](http://www.fauna-flora.org)

# Vision and Mission

Founded in 1903, Fauna & Flora International (FFI) is the world's longest-established international conservation organization.

FFI's vision is of a sustainable future for the planet, where biodiversity is effectively conserved by the people who live closest to it, supported by the global community.

FFI's mission is to act to conserve threatened species and ecosystems worldwide, choosing solutions that are sustainable, based on sound science, and take account of human needs.

## FFI focuses on three key aims:

- To prevent biodiversity loss without compromising human needs

Many acute conservation problems occur in developing countries. One of the greatest challenges facing conservation is that many biodiversity-rich countries also have the most pressing human needs. FFI recognizes that people in developing countries want to improve their material well-being, and endeavours to support them by devising strategies that both conserve biodiversity and contribute to human development. This is not a compromise. It is how FFI believes that conservation should work.

- To support individuals and communities, local and national organizations and institutions to deliver biodiversity conservation in the long term

Just as conservation cannot succeed in the long term if it appears contrary to the interests of people in developing countries, nor can it rely forever on outsiders. It is crucial to develop local support and institutional frameworks capable of conserving their own biodiversity. Rather than imposing its own agenda, FFI empowers in-country partners to address locally identified priorities. This is pragmatism, not political correctness.

- To influence the social, economic and political processes that underlie biodiversity loss.

The threats to biodiversity are the outcome of a complex array of underlying social, economic and political pressures. FFI aims to place biodiversity at the heart of the development debate, influence production and consumption patterns, change policy and behaviour in the commercial sector, and incorporate biodiversity issues into decision making at government level.

## Programme Goals

FFI addresses the threats to biodiversity via a variety of complementary initiatives - through global and regional programmes covering conservation and community projects in Eurasia, Africa, Asia-Pacific and the Americas, and focusing on specific themes.



Juan Pablo Morales / FFI



Juan Pablo Morales / FFI



# Africa

The need for social and economic development in Africa is often seen as the greatest imperative; biodiversity conservation may be overlooked due to a lack of understanding of the links between biodiversity and social and economic well-being. In order to secure the policy and regulatory changes needed to protect biodiversity, we must build a portfolio of conservation activities that create understanding of the interdependence of human needs and the environment. We need to find solutions to financing and delivering effective management both within and outside protected areas.

Many rural people in Africa depend on natural resources for survival. The challenge is to safeguard wildlife resources and natural ecosystems while ensuring that the needs of local people are met. We must also persuade



governments to take account of biodiversity in their planning and decision making, both in emerging democracies and in the challenging context of post-conflict situations.

## Goals:

- Build sustainable local institutions by increasing support to existing conservation partners and adding at least two new long-term partners each year;
- Ensure that our conservation efforts are truly sustainable by creating clusters of project-based support to local institutions, with particular emphasis on the upper Guinean rainforests and lower Guinean forests of West Africa, the Albertine Rift Valley and surrounding ecosystems, the Rift Valley of northern Tanzania, Kenya and southern Ethiopia, northern Mozambique and the Cape region of South Africa;
- Ensure a better understanding of the impact of conservation on rural livelihoods and integrate livelihood and poverty considerations into our work;
- Increase the area of land under effective conservation management;
- Build and maintain conservation coalitions in our target areas that enable us to achieve tangible conservation successes in socially and politically complex contexts.



# Americas



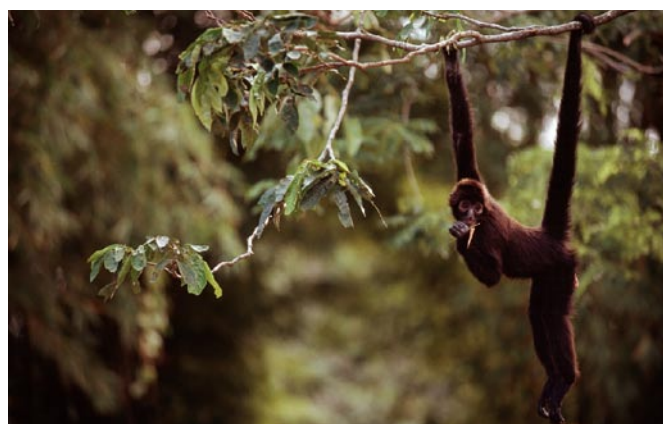
Juan Pablo Morales / FFI

Some of the most pressing global conservation issues relate to Latin America. For instance, 60% of the largest tropical forest in the world, the Amazon, lies within the borders of Brazil. One of the highest percentage losses of forest per year anywhere in the world is in north-west Ecuador; and logging pressure on the remaining forest is intensifying.

In view of the sheer magnitude of the threat to overall biodiversity from habitat loss or fragmentation, FFI is tackling conservation challenges through landscape-level work; through charismatic 'flagship' species that help to communicate and address conservation concerns; and through livelihood programmes that will make conservation relevant and sustainable. The strong tradition of civil society organizations in the Americas reinforces the value of our establishing local partnerships and taking account of human needs in the region.

Goals:

- Develop five regional FFI 'hubs', in Belize, Nicaragua, Guyana, Ecuador and Brazil, which coordinate activities through a network of partner organizations;
- Develop a network of effective partner organizations that, in time, generate their own projects and funding;
- Increase the amount of funding available to the Americas Programme by 400%;
- Triple the number of FFI Americas habitat/ecosystem, species-specific, policy and corporate projects;
- Communicate the successes of the programme in a more dynamic way, encouraging greater interaction with potential and existing partners.



Ben Bowen-Jones / FFI



Juan Pablo Morales / FFI



# Asia-Pacific



Jeremy Holden / FFI

Across the region wildlife populations and habitats are being decimated by poorly controlled industrial and agricultural exploitation, by infrastructure development in the shape of dams, roads and tourist facilities; and by illegal activities such as poaching and timber theft. The result is loss of biodiversity and loss of livelihoods. A culture of indiscriminate wildlife use combined with poverty, population growth and rapid economic development has created a wave of pressure on natural ecosystems. China's spectacular economic growth, in particular, is straining the supply of natural resources throughout the region.

In countries juggling democratic change, economic development and globalization, environmental concerns often receive minimal attention. Decentralization and confused planning have left large areas of forest and protected areas vulnerable. Direct involvement or connivance in illegal logging, poaching and land-grabbing increases the difficulty of achieving meaningful conservation gains. FFI is working with a range of partners to secure natural habitats and protect beleaguered wildlife, with a focus on Cambodia, China, Indonesia, the Philippines and Vietnam.

## Goals:

- Support stakeholders to establish and maintain sustainable conservation management of landscapes of critical biodiversity importance;
- Strengthen protection, secure habitat, reduce specific threats and enhance survival through ex situ initiatives for globally threatened species;
- Influence policy development, decision making and behaviour of civil society organizations, corporations, government and society for the benefit of biodiversity conservation;
- Build a constituency within, and strengthen the capacity of, civil society organizations, corporations, government and society at large to support long-term conservation;
- Improve effectiveness and efficiency, and strengthen organizational learning.



Juan Pablo Mieres / FFI

# Eurasia



Juan Pablo Morales / FFI

Although many Eurasian traditions are founded on the principles of co-existence with nature and respect for the land, poverty is forcing people in many areas to use natural resources at a rate that is driving some species to extinction. Our Eurasia programme is a distinguishing feature for us, setting us apart from other international conservation NGOs that focus exclusively on the tropics. For example, our ability to navigate the dynamic political, social and economic consequences of the breakup of the Soviet Union has allowed us to focus on regional conservation issues that derive from the uncertainties of emerging democracy.

## Goals:

- Address the threats to at least five priority species, including the saiga antelope, Iberian lynx and snow leopard;
- Address the threats to biodiversity-rich and/or unique habitats and promote the sustainable use of natural resources, increasing livelihoods activities and ensuring biodiversity-friendly small enterprise development;
- Improve the impact and sustainability of our work by strengthening NGO partner capacity;
- Reduce the negative impact of corporations on biodiversity, landscapes and habitats - developing three new initiatives across Eurasia.



Jean-Henri Coussy / Legnir



Ex-Situ Conservation Team, Spain



## Bridging business and biodiversity

Business has a significant impact on the world's habitats and species. It also offers significant opportunities for biodiversity conservation if companies are willing to work with us to reduce their impacts and channel resources (financial and in-kind) to conservation. By working with enlightened business partners, we aspire to create an environment where business has a long term positive impact on biodiversity.

Goals:

- Work with influential companies to ensure that they adequately address biodiversity and develop the means to avoid or offset their impacts on biodiversity - influencing government, investors, other NGOs;
- Engage strategically with businesses to help them minimise their impact on biodiversity and support conservation;
- Facilitate the development of small- and medium-sized enterprises that use biodiversity sustainably.



Juan Pablo Morales / FFI

## Addressing human needs and biodiversity

Poverty and conservation concerns are often interlinked, so we have committed to taking account of human needs in our conservation work. Despite the inherent difficulties, we aim to ensure that our conservation activities do not adversely affect poor, vulnerable or marginalized people who depend upon or live near to natural resources and strive to conserve biodiversity in ways that enhance local wellbeing and reduce disadvantage.

Goals:

- Develop and sustain technical credibility in the area of 'integrating biodiversity and human needs';
- Advance FFI's understanding of the interface between human rights, human needs and biodiversity conservation;
- Support programmes to integrate human needs into conservation activities and develop biodiversity-based local businesses;
- Ensure that appropriate systems and capacity for planning, implementing, monitoring and evaluating impacts on human needs are embedded within both regional programmes and partner organizations;
- Use our expertise and knowledge to influence external policy and decision-making.



Jeremy Holden / FFI



Juan Pablo Morales / FFI



## Direct intervention



Juan Pablo Morales / FFI

With support from the Arcadia Fund<sup>1</sup>, the Flagship Species Fund<sup>2</sup>, the Rapid Response Facility<sup>3</sup> and other grant-giving mechanisms, FFI undertakes a broad range of activities to help ensure the long-term security of overexploited and endangered species and habitats. We also help to define, prepare and finance all manner of interventions to support the work of local communities in conservation.

Goals:

- Enable communities to secure critically important areas of biodiversity through land purchase or stewardship, including professional development of local stewards to improve sustainability;
- Improve security for over-exploited and endangered species and habitats, including through emergency response to natural disasters or conflict situations;
- Advance the science and practice of conservation, through better capture and analysis of information on conservation outcomes and gains.



Juan Pablo Morales / FFI



Jean-François Lagout

1. The Arcadia Fund is a land purchasing facility designed to protect sites with globally significant biodiversity.
2. The Flagship Species Fund focuses on key species to raise funds for conservation of species and habitats in developing countries.
3. The Rapid Response Facility is a mechanism to quickly deliver funds to threatened Natural World Heritage Sites.



## Building conservation capacity

One of FFI's distinguishing features is our recognition that building conservation capacity is a two-way exchange. As we help our partners to improve their conservation skills, we absorb the social, political, ecological and institutional realities of their world. This approach has led to some unique partnerships.

We focus on local institutions through our regional programmes; this is where the need is greatest. Ultimate success will depend on more proactive support for the evolution of local partner institutions, as the context in which they are operating changes.

FFI also recognizes the vital role played by individual 'champions', and the need to support them. We have already witnessed the benefits of training the conservation leaders of tomorrow. Several beneficiaries of the career opportunities created through the BP Conservation Programme are today making strategic decisions about resource use. Analysis of submissions to our peer-reviewed journal, 'Oryx', also confirms FFI's crucial contribution in spreading knowledge of conservation advances from around the world and providing publication opportunities for scientists from developing countries.

Goals:

- Empower partner organizations to identify, fund and achieve their conservation goals, enhancing the sustainability of conservation effort;
- Increase the opportunities for conservation professionals to develop the diverse skills required for stakeholder engagement (public and private sector, science and its application);
- Plan and track the impact of skills development, both institutional and individual, both internal to FFI operations and with collaborators in this field.



## Influencing international conservation policy

We believe that conservation around the world will only be successful if it operates within a policy framework that reduces the causes of biodiversity loss. As an organization that directly supports local action, FFI needs to be involved at all levels, from communities, through national policy and legislation to international conventions, to ensure that policy reflects grass-roots needs.

Goals:

- Contribute to the development of conservation policy, increasing knowledge and influencing conservation behaviour;
- Improve linkages between field practice and the policy framework in four target forums – the Convention on International Trade in Endangered Species, the Convention on Biological Diversity, the European Union and the international conservation community;
- To work with regional and other partners to deliver specific policy improvements at national or international level.





## ***Vision***

A sustainable future for the planet, where biodiversity is effectively conserved by the people who live closest to it, supported by the global community.

## ***Mission***

To conserve threatened species and ecosystems worldwide, choosing solutions that are sustainable, based on sound science and take account of human needs.

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