



Born Free's Global Friends Programme



Report

Summer 2019

Who is Born Free?

We work tirelessly to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs.

As a leading wildlife charity, we oppose the exploitation of wild animals in captivity and campaign to keep them where they belong – in the wild.

We promote Compassionate Conservation to enhance the survival of threatened species in the wild and protect natural habitats while respecting the needs and safeguarding the welfare of individual animals.

We seek to have a positive impact on animals in the wild and protect their ecosystems in perpetuity, for their own intrinsic value and for the critical roles they play within the natural world.



(c) Chimpanzee Sanctuary and Wildlife Conservation Trust

Our origins lie in Zoo Check, an organisation established in March 1984 by Virginia McKenna OBE and Bill Travers MBE – the stars of the film *Born Free* – along with their son Will Travers OBE.

In 1987, Zoo Check became a registered charity and a few years later extended its work to encompass the conservation of wild animals in their natural habitat. As a result, Zoo Check changed its name to Born Free Foundation.

Today, Born Free supports and co-ordinates activities in four main programme areas – Animal Welfare, Conservation, Policy, and Communities and Education. The charity has offices in Kenya and Ethiopia, and operations in South Africa and Sri Lanka, as well as supporting projects in several other countries.

What is Born Free's Global Friends Programme?

Since 2003, Born Free has been working with local schools and communities in remote areas throughout Africa and more recently Sri Lanka.

Why we do this: We believe animals have the right to be treated with compassion and respect and be free to thrive in the wild.

What we do: We promote tolerance and co-existence amongst local communities living alongside wildlife in environmentally fragile areas or areas supporting high biodiversity by encouraging environmental education-based solutions and creating positive opportunities for children.

How we do it: Through this small grants programme we support school and community environmental education-based approaches to:

1. Reduce human-wildlife conflict
2. Reduce poaching and improve attitude towards the protection of wildlife
3. Promote sustainable resource management
4. Protect ecosystem services
5. Reduce pollution
6. Encourage good animal care and livestock husbandry.

Born Free's Education Ambassador:



Katie Marshall, Classical Soprano

"I am a classical singer and as a schoolgirl myself I hope to help raise awareness of the amazing work Global Friends does in providing educational opportunities for children, and helping their communities to find local solutions to problems that affect them – and the wildlife they share their lives with – so that they can all live happily together and Keep Wildlife in the Wild."

2015

Recent Grant Recipients

Lilongwe Wildlife Trust, Malawi

Partnership:

Supported by Born Free since 2007, Lilongwe Wildlife Trust (LWT) runs Lilongwe Wildlife Centre, Malawi's only wildlife rescue centre, along with the country's Wildlife Emergency Response Unit – providing veterinary services to all the country's National Parks, wildlife and forest reserves.



(c) Lilongwe Wildlife Trust

In addition, they have a long-standing education programme which offers countrywide outreach education.

Achievements in 2018/19:

Key aims:

1. Reduce human-wildlife conflict
2. Reduce illegal wildlife trade activities – Malawi has been identified as one of Southern Africa's key trafficking hotspots for wildlife products.

Activities:

Three plays were written, tackling the various elements of wildlife crime, each focusing on the crime from a different person's point of view and approximately five minutes long. These plays were acted out by local school children and recorded for radio airing. The plays were aired on three different countrywide radio stations across Malawi.

The three plays were then rewritten and edited to be suitable as one longer running street theatre production. The street theatre team travelled to three districts across Malawi, prioritising districts with National Parks within the boundary, and prioritising villages along the National Park fence boundaries.

Total reach:

Approximately 2,700 primary aged students and 5,600 community members.

Planned activities 2019/20:

LWT fully understands the role of women in the social economic development and natural resource management if engaged and supported. Through conservation education and advocacy LWT will implement a project aiming to work with communities bordering Kasungu National Park, by establishing womens' groups and training them in jewellery making from old snare wire. The women will be empowered to support conservation initiatives and explain to others about the illegal uses of snare wire within the park.

Chimpanzee Sanctuary and Wildlife Conservation Trust, Uganda

Partnership:

Supported by Born Free since 1998, Chimpanzee Sanctuary and Wildlife Conservation Trust (CSWCT) is a local NGO focused on chimpanzee conservation in Uganda. Their flagship project is Ngamba Island, a



(c) Chimpanzee Sanctuary and Wildlife Conservation Trust

chimpanzee sanctuary located on Lake Victoria. The island is home to 47 chimpanzees, all of whom were rescued from the pet and wildlife trades.

Achievements in 2018/19:

Key aims:

1. Promoting sustainable resource management
2. Protecting ecosystem services (Lake Victoria)
3. Reduction of pollution through encouraging responsible attitudes, behaviours and actions.

Activities:

- a) Sanitation and hygiene competitions were run in four fishing villages (Kiimi, Myende, Kipaapali and Zingoola) to promote sanitation in homes and on the lake shores
- b) Games for conservation awareness were run to engage and mobilise Koome Island communities through soccer and netball games, as part of a campaign to create awareness of chimpanzees and other wildlife
- c) Together with partners; the Jane Goodall Institute, Wildlife Clubs of Uganda, schools and Hoima District local government, CSWCT organised a schools' quiz competition.

Total reach:

Approximately 20 primary and 20 secondary school aged students and 1,500 community members.

Planned activities 2019/20:

CSWCT intends to conduct outreach activities in 13 schools across Koome islands, aimed at creating awareness about the plight of chimpanzees using children's reading books, film shows, talk shows and a great ape mobile education kit. However, without a boat to reach the schools and communities they will be unable to carry out their activities in the short or long term.

Pole Pole Foundation, Democratic Republic of Congo

Partnership:

Supported by Born Free since 2008.

Pole Pole Foundation (POPOF) was set up by gorilla tourist guide, John Kahekwa, who recognised the pressure that was being placed on the Kahuzi-Biega National Park's natural resources by the local community. The aim of the foundation is to improve relations between



(c) Pole Pole Foundation

the park and the community by offering employment and training to former poachers, as well as by providing development support to schools and small businesses. Born Free has supported a variety of projects in Kahuzi-Biega National Park since 2000.

Achievements in 2018/19:

Key aims:

1. Developing a sense and culture of love for wild animals to encourage participation in wildlife protection
2. Reducing human-wildlife conflict
3. Encouraging environmental education on gorillas and other wildlife animals.

Activities:

Park visits were planned for local students and teachers (15 years and above) to show them the park and their gorilla neighbours in order to strengthen local environmental education. Despite their proximity to the park, the majority of the members of their community will never see the gorillas.

Total reach:

Approximately 273 secondary school aged students and 15 teachers.

Planned activities 2019/20:

POPOF plans to organise a sports event with Anga School, with whom they have a long-standing relationship, along with other neighbouring schools. The aim is to educate students to protect wild animals and their habitat.

The sport activity will be called: New Generation Soccer Playing for Gorilla Protection. It is also a good way to bring people together in order to start to minimize social conflict in the community.

Zambia Primate Project, Zambia

Partnership:

Founded and supported by Born Free since 2002.

The Zambia Primate Project (ZPP) is one of Africa's most established and successful primate release programmes. Its mission is to rescue and rehabilitate injured, orphaned and illegally-held vervet monkeys and yellow baboons for release back to the wild. Primate survival rate six months post-release, currently averages a remarkable 95%.

Achievements in 2018/19:

Key aims:

- Reducing poaching and directly improving attitudes towards the protection of wildlife in Zambia
- With a specific focus on raising awareness about the conservation of Zambia's primates and encouraging communities to report wildlife crimes involving primates.

Activities:

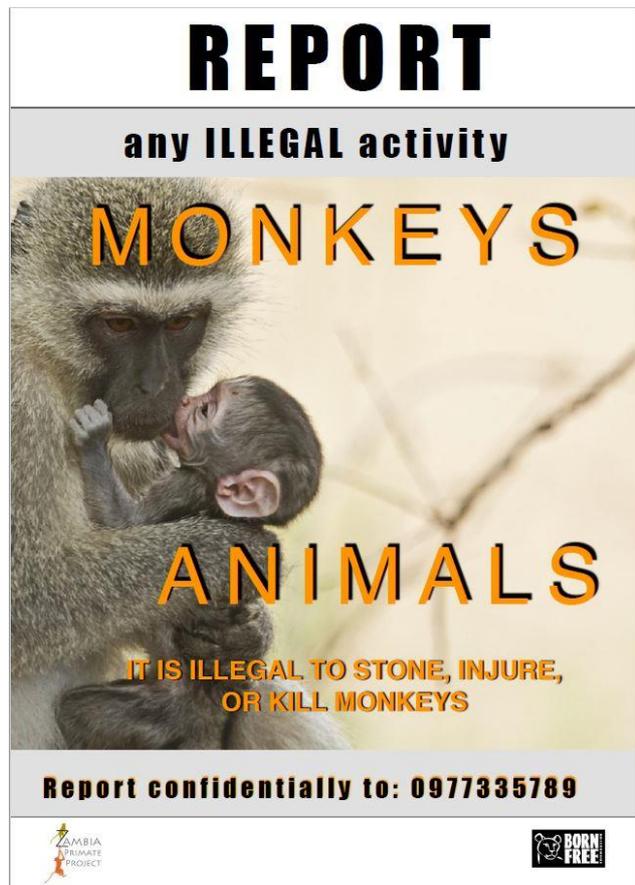
A series of three posters were printed in the local language most prevalent in the Copperbelt, with the goal of changing the community's perception of primates as domestic pets and bushmeat, by explaining that it is illegal to own or poach them – and appealing for communities to report wildlife crimes involving primates to a confidential hotline. Three hundred posters were printed and distributed around the Ndola and Kitwe areas in the Copperbelt, leading to increased awareness and reporting of captive primates.

Total reach:

Approximately 5,000 primary and 4,000 secondary school aged students and 10,000 community members.

Planned activities 2019/20:

- The roll-out of ZPP's 2018/19 Global Friends poster distribution campaign to more communities in the Copperbelt – the hotspot area for illegal primate trade in Zambia
- The introduction, for the first time, of a radio sensitisation campaign in the Copperbelt in the local language.



Chipembele Wildlife Education Trust, Zambia

Partnership:

Founded in 2001 and supported by Born Free since 2019.

Chipembele Wildlife Education Trust (CSWCT) aims to teach Zambian children and communities the value of wildlife and their environment so they may be conserved for present and future generations.



Project area:

The project is located in a rapidly developing rural community adjacent to South Luangwa National Park. The most serious challenges CSWCT aim to address are therefore associated with wildlife and communities competing for the same land and resources. These include poaching, over-fishing, bush fires, human-wildlife conflict, habitat loss through encroachment and deforestation as the local community searches ever harder and further for new land for houses and agriculture, building materials, sources of protein and firewood.

Planned activities 2019/20:

Key aims:

- Reduce human-wildlife conflict
- Reduce poaching and improve attitude towards the protection of wildlife
- Promote sustainable resource management
- Protect ecosystem services
- Reduce pollution
- Encourage good animal care and livestock husbandry.

Activities:

- a) Schools Programme: Throughout the year, in addition to the regular Conservation Club learning sessions, students participate in a range of educational activities including a student-driven environmental campaign, field trips into South Luangwa National Park, a Chipembele Ranger Programme, Nature Nights camping trips, a week-long excursion to an outdoor education centre for life skill development, a Gender Programme, computer courses, an annual celebration of conservation event known as Chikondewelero, and more
- b) Adult Community Groups Programme: CSWCT's four Community Conservation Educators, visit Village Action Groups, Community Resource Boards, church groups, farming co-operatives, women's clubs, youth groups, etc in their geographic zones and lead conservation sessions – all informed by the issues identified as being of most importance or concern to the local people.