

WFN WHITLEY FUND FOR NATURE



WFN identifies and funds some of the world's most dynamic leaders of effective grassroots conservation. Each year, a new group of leaders are recognised through the **Whitley Award**, a prestigious prize worth £30,000 in project funding over one year.

2010 WHITLEY AWARD WINNERS

GOLD WINNER Angela Maldonado COLOMBIA

Addressing the illegal trade of night monkeys in the Colombian Amazon



Vadim Kirilyuk RUSSIA

The live Daurian Steppe: Conservation and Research of migrating Mongolian Gazelles



Jimmy Muheebwa UGANDA

Community-based conservation of cranes and the wetland habitats of Lake Victoria



Mathew Akon PAPUA NEW GUINEA

The tree kangaroo as a flagship for the Torricelli Mountain Range



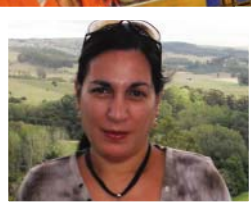
Diego Amorocho COLOMBIA

Community action for the conservation of sea turtles and their marine habitats



Susana Gonzalez URUGUAY

The Pampas deer and grassland conservation management project



Louis Nkembi CAMEROON

Community led conservation of the biodiversity-rich Lebialem Highlands



Pablo Borboroglu ARGENTINA

The Global Penguin Society: penguin advocacy for the Southern Oceans



Dear Friends,

2010 was an energetic year for WFN. The Friends reached their fundraising target of £100,000, sufficient funding to sponsor a Whitley Award and contribute towards essential ongoing Continuation Funding. This year the Friends' Award was won by Diego Amorochó for his work conserving sea turtles alongside coastal fishing communities in Colombia. You can read more about Diego and all the 2010 Whitley Award winners on pages 4-5.

The Friends Committee has continued to contribute great ideas with infectious enthusiasm. Last summer's Elephant Parade in London was a huge success. WFN's entry, painted by Daniel Chadwick, fetched an amazing £12,000 at auction and was one of hundreds of artistic baby Asian elephant sculptures that popped up all over London. The money raised went towards fighting to save wild Asian elephants from extinction and has also contributed to WFN's ongoing support of the world's leading grassroots conservationists.

In November, Whitley Award winners Dino Martins and Gerardo Ceballos joined us to give a series of talks, including at our very first Scottish Friends' event in Edinburgh, kindly organised by Jeremy Whitley. The evening provided a great opportunity to spread awareness and expand our support



base. Also in December the Friends held a women's lunch for 2000 Whitley Gold Award winner Gargi Banerji; her energy and achievements left us in awe. Later that month, the WFN Friends also took part in the Big Give Campaign (www.thebiggive.org.uk), successfully raising £30,000 for 2005 Gold Award winner Charu Mishra's snow leopard conservation work (see page 3) and a further £20,000 for this year's Friends' Award.

As well as recognising new winners, we have also been consolidating the work of previous awardees through Continuation Funding and sharing best practice. In July, we gained the insight of eight previous winners who took part in the first ever Whitley Gold Award winner symposium (read more on page 6). Building on this, WFN will be striving to find new and exciting ways to invest in and maximise the potential of its winner network in 2011/12.

Whether a newcomer to WFN, or someone who has been donating for years, thank you for your kind support. We couldn't do our valuable work without you.

Catherine Faulks

Catherine Faulks

Chair of the Friends of the Whitley Fund for Nature

Learning from the field CAMEROON, INDIA AND COSTA RICA

Visiting Whitley Award winning projects in the field and being exposed to the realities of practical grassroots conservation is critical to enabling WFN to be an effective and understanding partner and funder. By monitoring and evaluating the projects that WFN supports, we are able to see that funds are being used appropriately and ensure we are giving local NGOs the kind of support that they really need.

In the summer of 2010, WFN Director Georgina Domberger visited the projects of 2004 winner Randall Arauz in Costa Rica (see page 7 for more on Randall's work), and 2009 winner MD Madhusudan in India's Western Ghats, where local farmers live cheek-by-jowl with tigers and elephants.

In December, WFN Awards Coordinator, David Wallis, travelled to

Cameroon to visit 2010 Whitley Award winner, Louis Nkembí, to learn more about his project to conserve the wildlife and habitats of the Lebialem Highlands (see pages 4-5). During such trips, WFN staff are able to witness the threats being addressed by projects, see stakeholders in action at all levels, and perhaps most importantly, meet the local people who are benefiting directly from Whitley Award funded work. In 2010, David and Georgina both received expert training from INTRAC, specialists in building monitoring and evaluation capacity in NGOs.



Georgina tags a critically endangered hawksbill turtle, Cocos Island National Park

These project visits have been the first time these newly learned skills have been put to use, helping us to assess the impact our winners' work is having on the ground.



David with Louis (front centre) and his team at ERuDef.

NEWS CONSERVATION 2010/11

The efforts of Whitley Award Winners continue to have a measurable impact around the world.

MONGOLIA – South Gobi Protected Area for snow leopards approved

Following his successful snow leopard conservation work in India, 2005 Whitley Gold Award winner **Charu Mishra** is expanding his efforts to include the entire home range of this endangered big cat. In December, as a result of the hard work of Charu and his Snow Leopard Trust colleagues in Mongolia, the Mongolian Government gave approval for the establishment of a 6,600 km² Local Protected Area. Charu said, *“This is a huge step in our collective efforts to save this important area and its snow leopards from mining. There is a large amount of work ahead, and this is only a first step, but it is very, very big for us, and indeed for the local communities.”*

Helping the scale up of conservation successes like Charu’s, to regional and international levels, is a key aim of WFN Continuation Funding, which Charu has received in 2007 and 2010. For more information, please visit www.snowleopard.org



COLOMBIA – Whitley Alumna Sandra Bessudo named Colombian Minister of the Environment

WFN are delighted to announce that in July, **Sandra Bessudo**, shark and marine conservationist and winner of a Whitley Award in 2007, was named as Colombia’s first Environment Minister. WFN Director, Georgina Domberger, said, *“Sandra is truly an inspirational example of the great heights to which Whitley Award winners can aspire”*.

Sandra’s role in the newly established Ministry of the Environment will focus on the reduction of pollution in the country’s water resources, and addressing national and international issues relating to climate change and biodiversity.



BOLIVIA – Protected Area established for the conservation of endangered bats

Following work carried out by 2007 Whitley Award winner **Luis Aguirre** and his NGO Biota, in November, local government gave the go-ahead for the creation of the 30 hectare Santuario Ecologico Municipal San Juan del Corralito Protected Area in the San Matias region of Bolivia. As well as aiding conservation of the region’s biodiversity, this Protected Area will secure greater protection for Tome’s sword-nosed and Brazilian funnel-eared bats and their roosting sites. Luis stated, *“This is a major milestone in our bat conservation efforts since the creation of the Bolivian Bat Conservation Program. It is also important for bat conservation in Latin-America as there are not many sites created to protect roosting sites of endangered species in the region, and this will become a good example”*.



Big cats and wetlands to gain from inaugural Challenge Grants

2007 Whitley Award winner **Karen Aghababyan** and 2006 winner **Sergei Bereznuik** have become the first recipients of **WFN/WWF Challenge Grants**, each worth £13,500 in project funding. The Challenge Grant, made possible through support from WWF-UK, aims to encourage collaborative working between WWF local offices and WFN grassroots conservation leaders, providing the opportunity to share ideas and solutions proactively.

Karen is being supported in his work to conserve the ecologically important wetlands of Southern Armenia and will be working closely with the country’s WWF local office. Sergei, meanwhile, is joining forces with the Amur branch of WWF-Russia to address the threat of forest fires and poaching in the critically important tiger and leopard habitats of South Western Primorye. For 2011, WWF-UK have now

doubled the value of the Challenge Grant to £27,000. Through these grants, WFN and WWF are continuing to help develop effective networks of conservation professionals, improving efficiency and strengthening capacity at national and regional levels.



2010 WHITLEY AWARD WINNERS

WHITLEY GOLD AWARD

and winner of the Whitley Award donated by HSBC Private Bank

Angela Maldonado, COLOMBIA

Ending the illegal trade of night monkeys for biomedical research.



Angela was selected as the 2010 Whitley Gold Award winner (receiving a further £30,000 in funding) in recognition of her bravery and determination in fighting to end the illegal capture of night monkeys for biomedical research in the Colombian Amazon. Every year, thousands of night monkeys – South America’s only truly nocturnal primates – are removed from the wild and sold as part of this illegal trade. Little of the money generated by this unlawful and damaging practice even reaches local hunters, and traditional livelihoods are being disrupted. Angela and her NGO, **Entropika**, are engaging local communities, working with them to develop alternative sources of income and involving them in monitoring populations of

monkeys and other forest species. In this way, reliance on illegal trade is reduced and communities empowered to protect the forest, and its wildlife.
www.entropika.org



The Whitley Award donated by the Shears Foundation

Jimmy Muheebwa, UGANDA

Community-based conservation of cranes and their wetland habitats



Jimmy has been recognised for his work to conserve Uganda’s

National bird, the grey crowned crane, and protect the delicate wetland habitats of the Lake Victoria catchment. Over recent decades, growing human populations have resulted in wetland ecosystems becoming increasingly degraded and crane populations have tumbled by over 80% in 30 years. Using the species as a flagship for wider wetland conservation, Jimmy and his team at **Nature Uganda** are raising awareness of the ecological services healthy wetlands provide. They are also helping local people to develop sustainable alternative livelihoods, such as goat rearing, and stopping harmful activities like the draining of wetlands for agriculture.

www.natureuganda.org



The Whitley Award donated by the Friends of Whitley Fund for Nature

Diego Amorocho, COLOMBIA
Conservation of sea turtles and their marine habitats



Director of the NGO, **CIMAD**, Diego is being supported in his work with fishermen and

communities to improve sea turtle conservation along Colombia’s Pacific coast. Thousands of turtles are killed in Colombian waters each year, caught in nets or on hooks, and their numbers are declining rapidly. By providing training in turtle first aid and introducing less damaging fishing methods, Diego is enabling local fishermen to reduce the negative effects of bycatch whilst also increasing the size and value of the actual fish catches being landed. Supported by a strong education programme, the team is involving communities directly in nest monitoring whilst helping develop sustainable coastal livelihoods. www.cimad.org



The Whitley Award donated by WildInvest

Louis Nkembi, CAMEROON
Conservation of the Lebialem Highlands



Louis and his team at **ERuDef** are working with

rural communities to protect the mountain forest habitats of South West Cameroon, home to populations of endangered primates, including the Cross River gorilla. As human populations have increased in recent decades, large areas of forest have become degraded and lost to agriculture. Forest resources have been over-exploited and primates and other wildlife have been hunted into decline. Louis is bringing communities together, raising awareness and strengthening local governance, empowering them to develop and manage sustainable alternatives to dependence on wild resources. The remaining tracts of important primate habitat are being formally gazetted as Protected Areas, further contributing to a holistic approach to regional conservation.

www.erudefconservation.org





The Whitley Award donated by WWF-UK
Mathew Akon, PAPUA NEW GUINEA
Tree Kangaroos as flagships for conservation
of the Torricelli Mountain Range



The first Papua New Guinean to win the Whitley Award, Mathew has been recognised for his work with indigenous local communities of the Torricelli Mountain range. His project is improving protection of the region's rich rainforests and unique species, such as the endemic tenkile tree kangaroo - one of the world's most threatened mammals. Traditionally hunted for food

and nearly driven to extinction, the tenkile is being used by Mathew and the **Tenkile Conservation Alliance** as a symbol to inspire communities to stop hunting and responsibly manage the conservation of natural resources themselves. To date, Mathew has secured the backing of some 10,000 local people in his efforts to establish a 96,000ha conservation area at the heart of the Torricelli range. www.tenkile.com



The Whitley Award donated by the Garfield Weston Foundation

Susana Gonzalez, URUGUAY
The Pampas deer and grassland project



Director of the **Instituto de Conservacion Neotropical**, and Chair of the IUCN Deer

Specialist group, Susana won the Whitley Award for her work to protect Uruguay's highly threatened grassland ecosystems and conserve the country's remaining wild populations of pampas deer. Reliant on these grasslands for survival, pampas deer numbers have plummeted over the last century as vast areas of habitat have been lost to urbanisation and agriculture. Fewer than 1,500 of these deer now remain in Uruguay, isolated on privately owned land. Susana is raising awareness of the important ecosystem services the deer provide, and persuading ranchers to contribute land to create a network of protected areas, thus helping to maintain healthy grasslands that are important for livestock but also critical for the wild deer.

www.icneotropical.org



The Whitley Award donated by the William Brake Charitable Trust

Vadim Kirilyuk, RUSSIA
Research and conservation of migrating Mongolian Gazelles



Working in the vast wilderness of the Daurian Steppe, Vadim is

being backed in his efforts to strengthen regional conservation of the Mongolian gazelle along Russia's Mongolian and Chinese borders. Hunted to near extinction during the last century, gazelles had all but been wiped out from Russia. However, thanks to the efforts of Vadim and his team at the **Daurisky Biosphere Reserve**, gazelles are again returning to Russia in large numbers. But the return of these migratory animals is being interrupted by deadly obstacles like barbed wire fencing, and threatened by poaching and habitat degradation. Collaborating across international borders, Vadim is establishing networks of protected areas to form corridors through which the gazelles can migrate safely. Local communities are also helping monitor gazelle numbers and report poaching.

www.whitleyaward.org/winners.php

The Whitley Award donated by Natasha and George Duffield
Pablo Borboroglu, ARGENTINA

The Global Penguin Society



People love penguins but don't appreciate that most species are in decline.

Pablo is the Founder of the **Global Penguin Society**, the first organisation of its kind to take an international approach to the conservation of penguins and their marine habitats. Affected by overfishing, climate change and pollution, penguins are a valuable indicator of wider ocean health. Pablo is working at local, regional and international levels, to help secure stronger protection for penguins across the southern hemisphere. Engaging local communities, the media and decision makers, Pablo is also building partnerships with other NGOs and conservationists to help inform policy, raise awareness and guide management. In this way Pablo is fighting for a long-term future where these much-loved birds can thrive in our oceans.

www.globalpenguinsociety.org



Whitley Gold Award winner Symposium Conservation in the 21st Century – the view from the frontline

On 30th June 2010, WFN brought together Whitley Gold Award winners past and present to take part in the first ever Whitley Gold Award winner symposium on conservation. Held at the Royal Geographic Society in London, eight Gold Award winners joined us from all over the world, flying themselves to London to share success stories and discuss challenges. The main aim of the day was to strengthen WFN's global winners' network whilst identifying future areas where support will be most needed and most effective. The event was also attended by WFN staff and Trustees as well as a selection of journalists and major donors.

The day long discussion raised many interesting issues. As well as highlighting the conservation impact the winners have been



able to achieve since winning their awards, the talks helped identify many common challenges faced by local conservation leaders across the world, including lack of infrastructural investment, inadequate capacity and access to long-term funding.

"This is really an exciting leadership discussion... the problems are all due to our success" **1994 Gold Award winner Amanda Vincent**

WFN is now looking to build on the day's findings and develop further ways to maximise the wealth of expertise and experience contained within its network to provide a valuable and dynamic resource for conservation.

"What struck us all is how valuable a resource the WFN winners' network is, and how by sharing results and working together, Whitley Award winners can play an even greater role in teaching the next generation of conservationists, if given the right resources."

WFN Founder and Chair Edward Whitley

Princess Anne's 60th Birthday Party

On 1st July, to celebrate the 60th Birthday of WFN Patron, HRH The Princess Royal, the eight Gold winners, WFN staff, Trustees and major donors were invited to join her for a garden party at Buckingham Palace. As well as enjoying Royal hospitality, the winners had the opportunity to meet the Princess and discuss with her their successes since first receiving their awards. Princess Anne has been

the Patron of Whitley Fund for Nature since 1999 and presents every new Whitley Award winner with their prize at the annual Awards ceremony, held in London each May. A committed advocate for conservation, the Princess often visits Whitley Award winners and their projects whenever she has the opportunity whilst travelling.



The eight Gold Winners who took part in the symposium and the Buckingham Palace celebrations were:

- Amanda Vincent, **Philippines**, 1994
- Claudio Padua, **Brazil**, 1999
- Alex Peel, **Liberia**, 2001
- Raman Sukumar, **India**, 2003
- Randall Arauz, **Costa Rica**, 2004
- Patricia Majluf, **Peru**, 2006
- Cagan Sekercioglu, **Turkey**, 2008
- Gladys Kalema-Zikusoka, **Uganda**, 2009



Celebrity Chefs join winners in Global Fish Fight

In January 2011, as part of its Big Fish Fight campaign, Channel 4 ran a series of programmes highlighting the damaging effects caused to marine ecosystems by modern global fishing practices. Fronted by celebrity chefs including Hugh Fearnley-Whittingstall, Gordon Ramsay and Jamie Oliver, the campaign has so far prompted an impressive response from the public, with growing demand for 'alternative', more sustainable fish species. Perhaps

most important, however, has been the increase in awareness of the issues – sea-bed damage from trawling, inequitable deals for local fishermen, by-catch, the practice of discard - and in particular the acknowledgement of their truly global scale.

The need to support the conservation of marine species and environments with the same passion and level of commitment as for terrestrial issues has

long been recognised by WFN. Whitley Award winners from all over the world are leading efforts to establish the sustainable use of marine resources and protect the ocean's most threatened and over exploited species and habitats. Reflecting this, the work of two of our winners was featured heavily in the Big Fish Fight programming.

www.channel4.com/4food/the-big-fish-fight

Randall Arauz

2004 Whitley Gold Award winner **Randall Arauz** appeared in person in Gordon Ramsay's investigation of shark finning, meeting with him in Costa Rica and showing him first-hand the large scale landing of shark fins which occurs there. It is estimated between 10-100 million sharks are lost to finning each year and, in 2007, 15,000 sharks were finned by the tuna industry in the Eastern Tropical Pacific alone. Since his Whitley Award, Randall has received Continuation Funding totalling £170,000 for his unflinching efforts to address this unsustainable, wasteful and highly controversial practice. Along with his colleagues at **Pretoma**, Randall is making a real difference and fighting to change fishery management policies, both nationally and worldwide. As a result of lobbying by Pretoma, Costa Rican law now states that sharks must be landed with



their fins still attached, thus limiting the number of sharks that can be caught and stored on board at one time. To read more on Randall's work, visit www.pretoma.org.



For more information on the work supported by WFN, please visit www.whitleyaward.org/winners.php



Patricia Majluf

When Hugh Fearnley-Whittingstall investigated how the fish we eat ends up on our table, he identified the processing of small, wild-caught oily fish to provide feed for commercial salmon farms as hugely wasteful. Three times as much of these fish go to producing one portion of farmed salmon, and the processing of fish into fish meal is also highly polluting to the environment. 2006 Whitley Gold Award winner, **Patricia Majluf**, acted as a consultant for this programme, sharing her expertise from her efforts to introduce sustainability in the Peruvian anchovy fishery, the world's largest single species fishery. Aided by Continuation Funding of £60,000 in 2009, Patricia's work has driven a significant reduction in annual catches and helped generate a market for the Peruvian anchovy as a desirable eating fish. This gives the fish a higher value than if it was ground for meal and, over the past three years, fishing for human consumption has risen to 15% of Peru's total catch but has generated 75% of the sector's total value. Direct consumption helps to make this industry more sustainable by catching fewer fish overall. Patricia's work is generating a lasting impact and, having also overseen the establishment of Peru's first network of Marine Protected Areas, she is ensuring that the country's fisheries management is becoming a primary example of best practice for the rest of the world.

WFN has funded marine projects in **Argentina, Bangladesh, Belize, China, Colombia, Costa Rica, Cuba, Fiji, India, Israel, Haiti** and the **Philippines**.

NEWS A SPRINGBOARD TO SUCCESS

The Whitley Award is about much more than just funding. Through media training and PR support, we help launch winners internationally, often with great effect.



Gold winner reaches the White House

Following a nomination by WFN's Director, Randall Arauz was named a 2010 winner of the **Goldman Environment Prize**, a US\$150,000 award that took him all the way to the Oval Office to meet President Obama. During their meeting, Randall asked for the President's help to protect sharks and their marine habitats. 2010 was a good year for Randall, which saw him also win the **2010 Gothenburg Award** for sustainable development, and a further US\$65,000 in funding.

Randall meeting President Obama
(Credit: Official White House Photo Pete Souza)

Gold winner named Turkish Scientist of the Year

Cagan Sekercioglu, winner of the 2008 Whitley Gold Award, has been named 2010 **Turkish Scientist of the Year**. Cagan's influence and standing as his country's leading scientist is reflected by his being in the top 1% most-cited scientists of the past decade.
www.kuzeydoga.org



3 winners join Colombia's most influential

2010 and 2007 Gold Award winners **Angela Maldonado** and **Fernando Trujillo**, together with 2010 Whitley Award winner **Diego Amorocho** have been named amongst **Colombia's 100 Most Influential Social Leaders**, illustrating how winning a Whitley Award can boost profile and bring greater in-country recognition.

Help us support the work of our Winners

WFN is an independent charity that relies solely on the generosity of our donors. If you would like to **make a donation** and help support the ongoing work of amazing Whitley Award winners around the world, please email us at info@whitleyaward.org or visit www.whitleyaward.org to donate online.

£500,000 in grants to support the ongoing work of Whitley Award winners*

This year WFN have awarded the following winners Continuation Funding following a rigorous re-application process. These grants enable previous winners to expand their high impact work where outstanding contributions to conservation are being made. Conservation successes such as the ones reported in this newsletter don't happen overnight, and in recognition of this we offer sustained support when funding allows.

£73,500 Karen Aghababyan (2006 winner)

Regional wetland conservation in South Caucasus

£60,000 Randall Arauz (2004 Gold Award winner)

Shark conservation and fisheries management, Costa Rica

£73,500 Sergei Bereznuik (2006 winner)

Amur tiger and leopard conservation, Far Eastern Russia

£30,000 Gerardo Ceballos (2006 winner)

Conservation of prairie dog grasslands in Northern Mexico

£60,000 Didiher Chacon (2005 winner)

Regional conservation of sea turtles in the Caribbean

£90,000 Charu Mishra (2005 Gold Award winner)

Range-wide snow leopard conservation, Himalayan Asia

£60,000 Marleny Rosales-Meda (2008 winner)

Community-led tropical wetland conservation, Guatemala

£30,000 Cagan Sekercioglu (2008 Gold winner)

Strengthening regional conservation and ecotourism, North Eastern Turkey

£60,000 Fernando Trujillo (2007 Gold Award winner)

Community-led Amazon River dolphin conservation, Colombia

£30,000 Jean Weiner (2008 winner)

Mangrove restoration and coastal conservation, Haiti

£60,000 Liu Yi (2008 winner)

Coastal mangrove habitat conservation in South Eastern China

* between June 2010 and March 2011

CONTINUATION FUNDING 2010

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Whitley Fund for Nature

e: info@whitleyaward.org
w: www.whitleyaward.org

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Tim Dye, Catherine Faulks, Edward Whitley

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