



**SAVE OUR SPECIES**

**THREE YEARS  
OF LIFE  
AND ACTION**

SOS - SAVE OUR  
SPECIES

IS A GLOBAL

PARTNERSHIP

TO STOP

THE EXTINCTION

OF THREATENED

SPECIES, THEIR

HABITATS AND

THE PEOPLE WHO

DEPEND ON THEM

## GLOBAL ENVIRONMENT

### FACILITY (GEF)

The Save Our Species programme provides vital resources to civil society organizations working on the front lines to protect species threatened with extinction in the developing world. Grassroots efforts to conserve species also help sustain ecosystems and the services they provide to society. We call on others to join us and contribute to ensuring ecosystem diversity and integrity in some of the world's most critical sites for biodiversity conservation.

DR. NAOKO ISHII

CEO GEF

## WORLD BANK

SOS marries a commitment to saving species with a people centric approach that recognizes the benefits of species conservation for creating jobs, improving livelihoods, building climate resilience and protecting ecosystem services on which we all depend. These are crucial times for conservation efforts that underpin sustainable development: ultimately the lives we save may be our own.

DR. VALERIE HICKEY  
Senior Biodiversity  
Specialist  
World Bank

## International Union for Conservation of Nature (IUCN)

Conservation through partnership generates synergies. Through cooperation and the pooling of resources especially we can save all wildlife from extinction. This is a universal cause that can yield benefits for nature and all of us who depend on it for survival. Leveraging the knowledge and expertise of the IUCN network, SOS has already made an impact greater than the sum of its parts - and the story is only just beginning.

JULIA MARTON-LEFÈVRE

Director General

IUCN

## FOUNDING PARTNERS



GLOBAL ENVIRONMENT  
FACILITY (GEF)



WORLD BANK GROUP

WORLD BANK



INTERNATIONAL UNION  
FOR CONSERVATION OF NATURE  
(IUCN)

## OTHER PARTNERS TO DATE



NOKIA OYJ: 2010-2013



FONDS FRANÇAIS  
POUR L'ENVIRONNEMENT MONDIAL  
(FFEM): 2010 TO DATE



FONDATION SEGRÉ: 2012 TO DATE



FONDATION DU CRÉDIT  
AGRICOLE SUISSE: 2013 TO DATE

DR. SUSAN MAINKA†, IUCN GLOBAL  
SPECIES PROGRAMME DIRECTOR  
2000-2004: SPECIAL DONATION

MESSAGE

FROM

SOS

DIRECTOR



The first discussion about SOS started during the World Conservation Congress at the end of 2008 with colleagues at the GEF and the World Bank. The idea was to capitalise on the attractive power of wild creatures in order to bring new players into wildlife conservation. Global biodiversity is being lost at an unprecedented rate and unless we act to halt and reverse this trend, much of the knowledge and benefits that accrue from biodiversity will forever disappear.

Species are the building blocks of nature and that is why we pursue a species approach to conservation. Wild species remain appealing; some have more appeal than others but all have stories to tell. Many people around the world are studying them or preserving them from a number of threats driving them to extinction, sometimes at risk to their own lives. But even more are simply depending on them for their daily needs for food, medicinal plants and materials or to attract visitors who will contribute to their local economy.

It is these people we want to help through SOS and those stories we want to tell. We want to reconnect people with nature, support people who are in the field on the frontline where threats are intensifying and where sometimes the preservation of a patch of forest or the last population of one species depends solely on the tenacity of one individual.

SOS builds on the strength of an incredible and unique network of dedicated individuals: the +9,000 experts of the IUCN Species Survival Commission and NGO members worldwide. It is a true pleasure to be able to assist some but at the same time a frustration not to be able to do more, at the level of the challenge that wildlife loss represents.

Since we started our grantees have already reported many successes. As a scalable conservation mechanism, the SOS model works –the recent application of the SOS model to a dedicated IUCN– managed, tiger conservation initiative supported by the German government is testament to that. In summary, I believe thousands of people can do much more if we give them a chance. We need to join forces. We need more partners and more public support to achieve real change.

I would like to finish by thanking everyone –all donors, partners, staff-members; all who have worked to build SOS so far and contributed to its successes to date.

**Jean-Christophe Vié**  
Director SOS - Save Our Species

**WHAT IF  
YOU WANT  
TO PROTECT  
WILDLIFE?**



**WHERE  
WOULD YOU  
START?**

WHAT IF  
YOU COULD  
INSPIRE  
OTHERS  
TO FOLLOW  
YOUR  
EXAMPLE?



**...HOW  
WOULD YOU  
DO IT?**

WHAT IF  
YOU WANT  
TO WORK  
WITH THE  
WORLD'S  
MOST  
RENOWNED  
EXPERTS?



**...WHO  
WOULD YOU  
CALL?**

# THREE YEARS OF LIFE AND ACTION



More than 200 threatened species of plants and animals protected

Increases in populations of California Condors, Spoon-billed Sandpipers, Hirola, Mangrove Finches, River Turtles, Crocodiles and Javan Rhinos, and many more

Two new species discovered and one new protected area

New livelihoods in tourism, sustainable coffee, community aquaculture, parks management and fighting wildlife crime

87 projects directly supporting more than 60 NGOs and many more indirectly

Operating in more than 50 countries

US\$ 9 million allocated to species conservation

More than 700 proposals reviewed accessing a network of 9,000 conservation experts worldwide

Major donor to groundbreaking SMART software conservation tool now protecting 80% of world's wild tiger population

## ONE GLOBAL PARTNERSHIP

**LET'S JOIN  
FORCES  
TO INCREASE  
OUR IMPACT  
AND SUPPORT  
THE BEST  
FRONTLINE  
PROJECTS!**

# START WITH SOMETHING UNIQUE

**EACH SPECIES IS UNIQUE. SO TOO IS SOS – SAVE OUR SPECIES. LAUNCHED IN 2010 SOS HAS BEEN DESIGNED TO FILL A NICHE IN THE COMPLEX CONSERVATION COMMUNITY. BY HARNESSING THE RESOURCES AND EXPERTISE OF A NETWORK OF GLOBAL INSTITUTIONS AND FUNDING THE PROJECTS MOST LIKELY TO HAVE A POSITIVE IMPACT. SOS IS BOTH A TOOL FOR ACTION AND A PLATFORM FOR COMMUNICATING SUCCESSES. POOLING RESOURCES, LEVERAGING THE EXPERTISE OF THE IUCN SPECIES SURVIVAL COMMISSION AROUND THE INSPIRING QUALITY OF WILDLIFE, SOS IS A UNIVERSAL CAUSE AND A SINGULAR MECHANISM.**

**SPECIES ARE UNIVERSAL** Species projects protect many things and address many complex issues. By saving species, we are saving ourselves.

**SPECIES FIRST** Species do not exist in a vacuum. They are the building blocks of nature forming the link between the planet and the environment in which we all exist.

**SMALL- TO MEDIUM-SIZED GRANTS** By channelling resources into small and medium-sized grants and working closely with grantees, SOS ensures every dollar is squeezed of its potential to make a conservation impact.

**EXPERTISE** SOS has a unique relationship with the Species Survival Commission of IUCN, the world's largest network of +9,000 conservation experts. It also uses the best knowledge largely captured by the IUCN Red List of Threatened Species™ to identify where funding is most needed and can make a difference.

**NEUTRALITY** SOS and its partners do not implement projects. SOS funds the best projects and advises partners keen to do something, but bewildered in the face of the numerous players and the complexity of the problems.

**SCALE AND REACH** SOS supports a broad portfolio of projects allowing partners to support numerous high-impact projects simultaneously.

**PARTNERSHIP** SOS recognises that all sectors of society have a contribution to make towards species conservation and sustainability. We work with business, governments and civil society to unite their different expertise and make it available to help nature and people.

**FULL SERVICE** Because of these unique qualities, SOS can identify and support projects on any subject and anywhere in the world while also supervising the project's implementation and reporting to partners, streamlining the process for all involved.



**SOS - A GLOBAL PARTNERSHIP**

# WHAT WE DO

SOS is the mechanism to instigate transformational change for threatened species and the communities that depend on them.

**DR. SIMON STUART**  
Chair of the Species Survival Commission

Through our partnership with SOS, we are providing financial resources to mobilise the conservation community into action. We see its ability to strategically direct such resources geographically and by taxa as a key strength for major donors.

**FRANÇOIS-XAVIER DUPORGE**  
Secretary General, FFEM

SOS IS ACTION ORIENTED. AS A DYNAMIC INITIATIVE SOS **CONSERVES, COMMUNICATES AND CONNECTS**. WE SELECT THE BEST FRONTLINE CONSERVATION PROJECTS, WE COMMUNICATE ABOUT THE WORK AND ACHIEVEMENTS AND WE CONNECT PEOPLE ACROSS THE PUBLIC SECTOR, PRIVATE ENTERPRISE AND CIVIL SOCIETY IN A UNIQUE PARTNERSHIP TO TACKLE A CRISIS THAT NO ONE INDIVIDUAL OR ORGANISATION CAN SOLVE ALONE.

## SOS CONSERVES

Our primary objective is to transform the long-term survival prospects for the world's most threatened wildlife. All our activities are informed by a set of key principles:

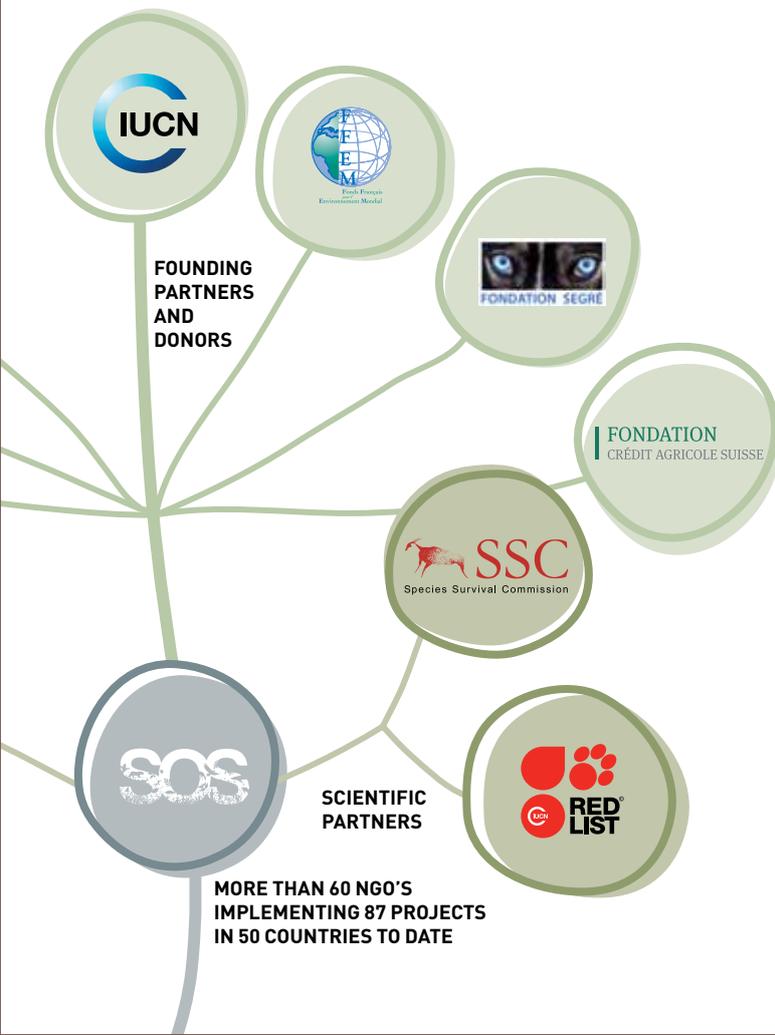
**POOLING RESOURCES** SOS harnesses the human and financial resources from founding partners and strategic partners to amplify impact. Partnerships help to minimise operating costs by drawing on partners' expertise and avoiding duplication of activities.

**EXTINCTION RISK NOT JUST CHARISMA** SOS acts strategically, mobilizing The IUCN Red List of Threatened Species™ and the collective expertise of the + 9,000-strong membership of the IUCN Species Survival Commission to define and inform funding priorities.

**SELECT THE BEST** Leveraging the Species Survival Commission, SOS ensures only the best projects are shortlisted for approval by the Donor Council. The best projects are those that will achieve maximum conservation impact per dollar spent, have the greatest chance of success, and show good potential for communication. Projects are chosen following a careful peer review process.

**IMPLEMENT KNOW-HOW** Grantees implement projects based on approved best practice in conservation project management. The SOS Secretariat monitors and guides grantees' performance.

**MONITOR IMPACTS** SOS focuses on projects with tangible positive impacts across a number of key conservation themes.





## SOS COMMUNICATES

SOS firmly believes in the power of stories to connect people emotionally with our cause while remaining informative and factual. We have produced hundreds of news articles and multimedia content for a growing online community.

The message SOS promotes is that all species can be saved if we choose to act, together, immediately and that SOS is the ideal mechanism to achieve that exciting goal. Furthermore, by doing so, mankind reaps a myriad of benefits.

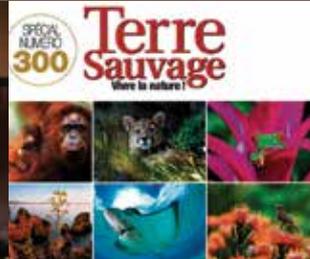
SOS leverages the charismatic power of wildlife, the interest factor of personal accounts and the inspiring effect of success stories. In short, opportunities for developing communications platforms and digital media products in collaboration with SOS are diverse and rich and can be aligned to support or transform a partner's strategic communications priorities.

**SOS DIGITAL** In coordination with its partners, SOS employs an integrated social media strategy to reach and engage with a growing global community of supporters. Website traffic to SaveOurSpecies.org has increased dramatically since its launch in 2010 with interactive and shareable content about projects, news and SOS developments.

**SOS EVENTS AND OUTREACH** Including participation at key high-level international events within the global environmental community and public outreach events in coordination with our partners to achieve various communications objectives, showcasing impacts and stories.

**SOS PRESS AND TELEVISION** Dozens of press, radio and television interviews, reportage and features via both national and international channels and publications. How to save a species and how people benefit in turn, is a compelling story that media is interested to tell: a universal cause.



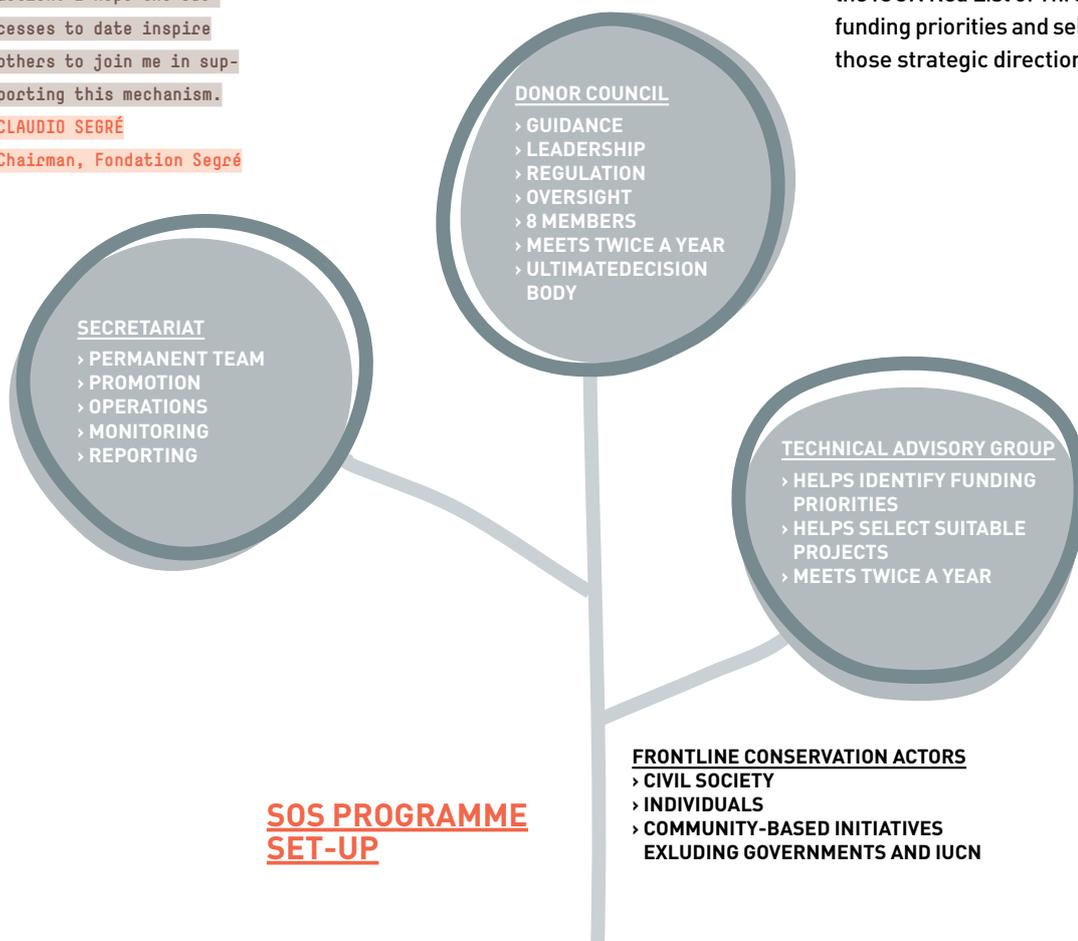


To be an effective conservationist I had to begin by understanding where the application of funds could be most useful. The SOS process was for me an interesting initiative - scientifically driven conservation action. I hope the successes to date inspire others to join me in supporting this mechanism.

**CLAUDIO SEGRÉ**  
Chairman, Fondation Segré

## SOS CONNECTS

The belief in the power of cooperation and collaboration is reflected in the partnership's organisational structure where a Donor Council executes funding recommendations made by the SOS Technical Advisory Group which in turn leverages the IUCN Species Survival Commission and the IUCN Red List of Threatened Species™ to help identify funding priorities and select suitable projects that support those strategic directions.



### SECRETARIAT

- › PERMANENT TEAM
- › PROMOTION
- › OPERATIONS
- › MONITORING
- › REPORTING

### DONOR COUNCIL

- › GUIDANCE
- › LEADERSHIP
- › REGULATION
- › OVERSIGHT
- › 8 MEMBERS
- › MEETS TWICE A YEAR
- › ULTIMATE DECISION BODY

### TECHNICAL ADVISORY GROUP

- › HELPS IDENTIFY FUNDING PRIORITIES
- › HELPS SELECT SUITABLE PROJECTS
- › MEETS TWICE A YEAR

### FRONTLINE CONSERVATION ACTORS

- › CIVIL SOCIETY
- › INDIVIDUALS
- › COMMUNITY-BASED INITIATIVES
- EXCLUDING GOVERNMENTS AND IUCN

## SOS PROGRAMME SET-UP

## DONOR COUNCIL

The SOS Donor Council meets twice a year. In 2014, members of the SOS-Save Our Species Donor Council included:

### NAOKO ISHII

(Chair) CEO GEF

### JULIA MARTON-LEFÈVRE

Director General, IUCN

### KARIN SHEPARDSON

Programme Manager,  
GEF Executive Coordinator,  
World Bank

### ROMAIN DISSAUX

Chargé de Mission,  
Deputy Head of the Office  
for Global Affairs,  
FFEM representing the Ministry  
for Ecology

### BRAULIO FERREIRA DE SOUZA DIAS

Executive Secretary,  
Convention on Biological  
Diversity (CBD)

### JOHN SCANLON

Secretary-General,  
Convention on International Trade  
in Endangered Species of Wild  
Fauna and Flora (CITES)

### JONATHAN BAILLIE

Conservation Programmes  
Director, Zoological Society of  
London

## PREVIOUS COUNCIL MEMBERS INCLUDE

### JIM LEAPE

CEO WWF International,  
who served for 2 years;  
he was succeeded by Jonathan  
Baillie

### KIRSI SORMUNEN

Nokia Sustainability Manager,  
who served for 2 years

## TECHNICAL ADVISORY GROUP

Members of the Technical Working  
Group have included:

### LUIGI BOITANI

(Chair), IUCN SSC, Professor  
of Conservation Biology  
and Ecology, University of Rome  
– La Sapienza

### JOHN ROBINSON

IUCN SSC, Executive Vice  
President for Conservation and  
Science, Global Conservation  
Program, Wildlife Conservation  
Society

### FRÉDÉRIC LAUNAY

IUCN SSC, Director General  
& Board Member, Mohamed Bin  
Zayed Fund

### JOHN DONALDSON

IUCN SSC, Chief Director:  
Applied Biodiversity Research,  
SANBI

### JON PAUL RODRÍGUEZ

IUCN SSC, Centre for Ecology  
of the Venezuelan Institute  
for Scientific Investigations  
(Instituto Venezolano de  
Investigaciones Científicas – IVIC)

### VALERIE HICKEY

Senior Biodiversity Specialist,  
Environment & Natural Resources  
Global Practice, World Bank

### MARK ZIMSKY

GEF Secretariat

### JULIEN CALAS

Responsible for Biodiversity  
Projects, FFEM

### JEAN-CHRISTOPHE VIÉ

IUCN, Director SOS Secretariat

### JONATHAN BAILLIE

Conservation Programmes  
Director, Zoological Society of  
London (ZSL)

### CHARLES BESANÇON

Convention on Biological  
Diversity (CBD)

### JUAN CARLOS VASQUEZ

Representing the Convention on  
International Trade in Endangered  
Species of Wild Fauna and Flora  
(CITES)

## PREVIOUS TECHNICAL ADVISORY GROUP MEMBERS INCLUDE

### CARLOS DREWS

IUCN SSC, Global Species  
Programme Director,  
WWF International

## SOS SECRETARIAT

SOS – Save Our Species is located  
in the World Conservation Centre  
in Gland where it is managed  
by IUCN. A five person Secretariat  
is responsible for administering  
grants, monitoring projects,  
promoting its activities, developing  
partnerships and reporting  
to donors and partners. The team  
includes:

### JEAN-CHRISTOPHE VIÉ

SOS Director

### ALESSANDRO BADALOTTI

SOS Coordinator

### SIMON BRADLEY

SOS Communications  
and Marketing Officer

### DORA GODINHO

SOS Partnership  
Development Officer

### MORGANE DAGET

SOS Administrative Assistant



# PROJECTS

SOS funding has directly helped us replace GPS transmitters so that we identify breeding pairs of birds and nests in tough terrain. Also we have been able to strengthen our work with our Mexican partners in the National Park as a result.

CATY PORRAS

Baja Condor Programme

SOS achieves its conservation objectives by funding a portfolio of 1 and 2 year projects (currently 87) across the globe that each addresses one or more of the most pressing threats wildlife face in the 21st Century. Saving wildlife often requires addressing a web of issues and threats. Many of these threats are increasingly covered in world news and media due to their impact on national security, economic stability and global development issues.

Because threats rarely occur in isolation, the solutions implemented often incorporate various activities. For example, restoring degraded forest habitat of a given animal might benefit greatly from ensuring that the restoration is sustainable and supports the livelihoods of forest dependent people. Similarly, in some cases reducing poaching of protected species or harvesting of others might require the development of alternative livelihoods such as tourism initiatives as a means to incentivise communities to protect their natural heritage for their own gain.

These are just some examples of many illustrating our interdependency on nature.



# HABITAT MANAGEMENT



Saving species is more than about plants and animals, it is about people too, especially for creating lasting solutions.

**Destruction of natural habitats for human population expansion, agricultural use and deforestation poses the greatest threat to species, depriving them of sources of food and shelter and damaging biodiversity. Habitat loss and degradation affects 86% of all threatened birds, 86% of the threatened mammals assessed by the IUCN Red List and 88% of the**

**threatened amphibians. Unless action is taken to protect these habitats, notably through the creation of Protected Areas (PA), species will continue to decline. Many funded projects specifically intend to protect habitats and prevent their loss as part of efforts to protect the wildlife that depends upon them.**

Habitat destruction represents one of the biggest threats to species worldwide, but also in the Nantu forest, Sulawesi.



## PROTECTING KEY HABITATS IN SULAWESI BIODIVERSITY HOTSPOT

For example, SOS has been supporting Yayasan Adudu Nantu Internasional (YANI), a Sulawesi-based organisation, in its efforts to protect the Nantu Forest-home to the Vulnerable Babirusa (*Babirusa celebensis*) – from deforestation and destruction and so prevent the animal's extinction. In addition to protecting the Babirusa, these activities have helped protect the livelihoods of forest-dependent communities.

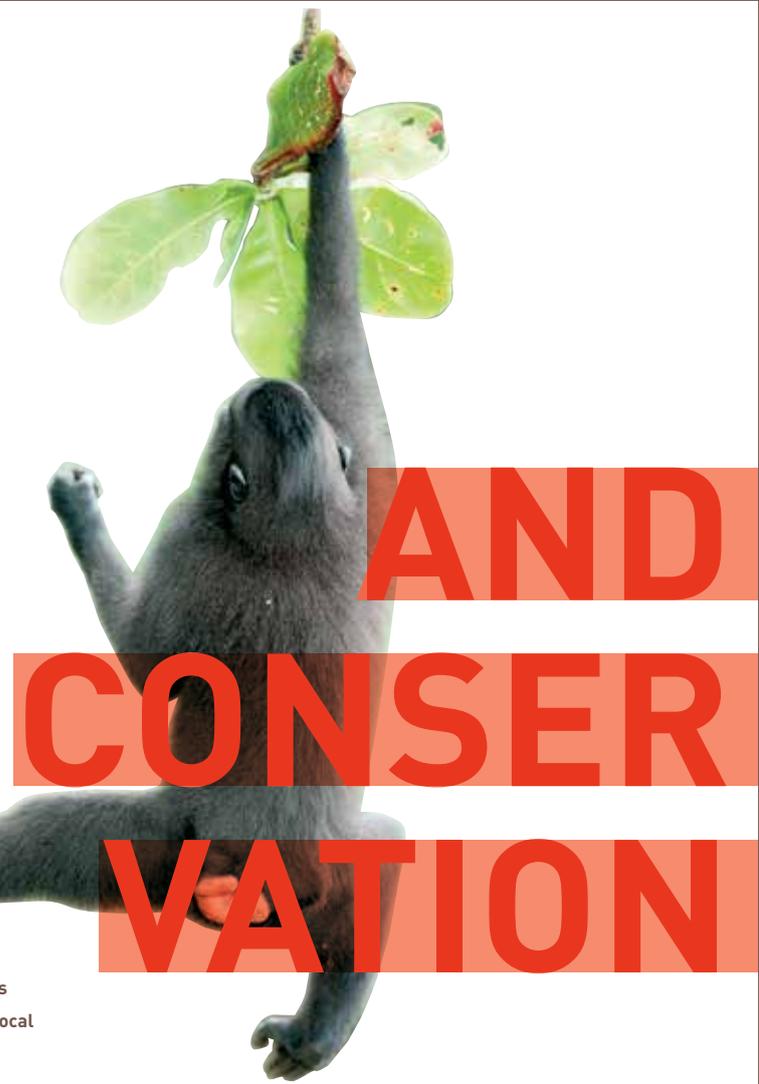
With its striking ebony-coloured coat the Critically Endangered Sulawesi Crested Black Macaque (*Macaca nigra*), better known as the 'Yaki' among the local community is under threat of extinction from habitat loss and the bushmeat trade.

Local organisation Selamatkan Yaki is working with communities in the Tangkoko protected area of northern Sulawesi helping to train patrol groups to monitor illegal activities, providing equipment and know-how, and setting up ecotourism activities to transform the survival of the *Macaca nigra* into a source of economic opportunity. Over the long term, these activities will also help protect other key biodiversity.

(Previous page)  
Local Indonesian organisation YANI has been training community rangers to patrol the forest to protect the Babirusa.

The Crested Black Macaque helps keep the forest ecosystem healthy through seed dispersal while stabilising insect and pest species populations.

Protecting species means empowering local communities. Key to this is understanding their needs.



# OVER HARVESTING



Overharvesting poses a considerable threat because often wild populations do not have time to recover, while dwindling numbers compromise species' genetic diversity and long-term perpetuation. The threat extends further to those communities that rely on wildlife for their livelihoods, as evidenced by the collapse of the Atlantic cod fisheries for example. At the same time, commercial activities may exacerbate these threats, even if unintentional. Yet, if carefully managed, these activities have the potential to protect species, contribute to their rehabilitation and at the same time enhance commercial operations. SOS is supporting almost ten projects intended to raise awareness of the threat of overharvesting while reducing by-catch.

## LOCAL COMMUNITIES PROTECT THE GANGES RIVER DOLPHIN

Overharvesting for fish oil, accidental killing, entanglement in fishnets and habitat degradation have reduced the Endangered Ganges River Dolphins (*Platanista gangetica*) of India's Brahmaputra river system to a population of just 300 individuals. Recently approved government legislation has been poorly understood –and frequently ignored– by the local communities who fear their livelihoods are being undermined.

SOS grantee Aaranyak and its local partner, the Dolphin Conservation Network have been working with communities to raise awareness of the importance of dolphin conservation and to explain how the legislation can actually benefit them. To date, dolphin mortality has been reduced by 40% in these areas and illegal fishing activities are being monitored by local communities and management authorities.

Sustainable fishing practices can safeguard local livelihoods and protect the Ganges River Dolphin simultaneously.

Such initiatives have helped reduce dolphin mortality by 40% in the Ganges River Delta.

Convincing fishers to change practices depends on education and alternatives such as new dolphin-friendly baits.



# AND "BY-CATCH" REDUCTION



Training helps local communities understand legislation to protect dolphins in the Mekong River for future generations.

Swapping gill nets for Vaquita-friendly technologies gives the world's smallest cetacean a chance of recovery, in Mexico's Sea of Cortez.

## FREEING THE IRRAWADDY DOLPHIN FROM THE FISHERMAN'S NETS

Like its Ganges cousin, the Vulnerable Irrawaddy Dolphin (*Orcaella brevirostris*) of Southeast Asia's freshwater river system is under threat from unsustainable gillnet fishing. In the Mekong River, over the last 10 years some 115 dolphins have died; an average of nearly one per month. Today it is thought that only 85 adults and 5-10 calves remain at the project location.

Seventy rangers across 17 ranger posts patrol the river to prevent illegal gillnet fishing in dolphin protection zones. SOS funding to WWF has helped provide them with training, equipment, and fuel as well as radios, GPS units and cameras. The project is now focusing on the creation of alternative sources of food and income for fishermen to reduce their dependence on gillnets.



The Dolphin Commission has equipped rangers to patrol the Irrawaddy Delta to monitor illegal fishing activities.





# RE-INTRO DUCTIONS



Sometimes species need a helping hand to survive in a natural habitat impacted by human activities. SOS funds nine programmes involving re-introductions or “head-starting” for species at risk of extinction in the wild. Re-introductions are complex processes that must adhere to guidelines of best practice to ensure their success while adapting processes to fit with the species’ particular needs.

## CALIFORNIA CONDORS, SPOON-BILLED SANDPIPERS AND MANGROVE FINCH

SOS has funded several innovative projects to help threatened species including California Condors

(*Gymnogyps californianus*), Spoon-billed Sandpipers (*Eurynorhynchus pygmeus*) of Asia and the Mangrove Finch (*Camarhynchus heliobates*) of the Galapagos Islands –one of the famous “Darwin finches”.

During the first half of 2013, the first ever two California condor hatchlings were fledged from parents that themselves had been hand-reared and released into the wild with great hope.

For Spoon-billed Sandpipers, fledgling numbers were up by 25% thanks to an innovative “head-starting” programme involving the careful harvesting of eggs from the wild into incubation units. Hatchlings were hand-reared before being released back into the wild. In 2014 the first “head-started” adult was spotted returning to breeding grounds in the remote Russian

Newly-released California Condors are tracked using GPS from a mobile monitoring station to assess their survival in the wild.

Sixteen hand-reared Spoon-billed Sandpipers released back into the wild have significantly boosted population recovery chances. But much remains to be done.



# AND HEAD-STARTING

A selection of Pygmy Hogs populates a breeding programme that will see the offspring released back into the wild.

Rehabilitating the grasslands will provide a natural habitat for the Pygmy Hogs while also protecting the landscape from erosion.

Chukotka region. Meanwhile also in early 2014, the first ever Mangrove Finch was successfully hatched in a “head-starting” programme funded by SOS, giving rise to new hope for the species.

## PROTECTING THE PYGMY HOG – A KEY BIODIVERSITY INDICATOR

Today, poaching, habitat destruction for human settlement, and unsustainable farming and cattle grazing on the grassland plains mean that only a few hundred wild Pygmy Hogs (*Porcula salvania*) remain in the Manas National Park. To prevent further declines, EcoSystems India, the Assam Forest Department, the Durrell Wildlife Conservation Trust and the IUCN/SSC Wild Pig Specialist Group have worked to maintain

and rejuvenate a breeding stock of 60 hogs in two locations in Assam as insurance against the threat of extinction in the wild. Ensuring genetic diversity is key to a healthy wild population – a difficult task when working with a Critically Endangered species. Pygmy Hogs are so specialised that their presence and abundance foraging in the two metre tall elephant grass of Assam indicates a healthy ecosystem. And so this diminutive pig plays a big role as a biodiversity indicator in its homeland.



Wildlife crime is estimated to be the second greatest threat to species survival after habitat destruction. It is a \$20 billion industry with distribution networks crisscrossing the globe shipping timber and animal body parts as well as live plants and animals to feed a growing demand for exotic things. One of the greatest challenges to poaching and illegal trade is the lack of law enforcement capacity to prevent or prosecute transgressions effectively. Indeed wildlife crime divides and degrades local communities as well adding another layer of consideration in project design and implementation.

SOS funds anti-poaching work across Africa, Asia and Latin America helping protect many species big and small, including elephants, tigers and primates. But we also support many less obvious victims of wildlife crime including other mammals, plants, trees, birds and reptiles.

#### BLACK RHINOCEROS

One of many positive stories from SOS' work funding almost 20 projects tackling wildlife crime is that of Save the Rhino International (SRI) and the Save the Rhino Trust Namibia (SRT). In their efforts to prevent poaching of the Black Rhinoceros (*Diceros bicornis*) in the north-west Kunene region of Namibia, efforts were focused on associating rhino survival with a source of income, notably from rhino-related tourism while also employing local men as trackers to monitor and patrol the region's precious wildlife. For a total of 357 consecutive days not a single Critically Endangered Black Rhino was illegally killed which served as a stark contrast to the norm for rhinos in Africa.



# WILDLIFE

# CRIME

Tracking rhinos in Namibia's remote and extensive Kunene region is key to minimising poaching.

A healthy desert rhino population provides a valuable and sustainable source of tourism dollars.

Unlocking a community's sense of heritage and managing land-use helps protect elephants in Mali.





### RESOLVING HUMAN-ELEPHANT CONFLICTS

Native to Mali, the 500-700 Gourma elephants (*Loxodonta africana*) are the most northerly African Elephant population, and represent 12% of all West African elephants. Although largely spared from poaching in the 1980s, recent unrest in West Africa has resulted in several of their number being poached, while others have been displaced giving rise to conflicts between humans and elephants.

While community groups have been able to identify poachers, they have lacked the capacity to take action, a situation further complicated by military activity and the influx of armed groups in the region. To protect the elephants and reduce tension over the use of the region's fragile natural resources, community vigilance cells were trained throughout the elephant range, while influential community leaders were encouraged to spread the message that desert elephant ivory is brittle, dry and useless. By rallying the community's young men to protect their heritage and implement simple land management techniques that allowed elephants and humans to share water resources and land access, the project proved extremely successful in galvanising a people against the shadow of wildlife crime.



### FIRST SUCCESSFUL ARREST FOR POACHING DOUC LANGURS IN VIETNAM'S SON TRA NATURE RESERVE

Late in 2013, efforts by an SOS-funded project resulted in the first arrest of a poacher. Caught with two dead Douc Langurs (*Pygathrix nemaeus*), the arrest sent out a strong signal that the law would be upheld. The threatened Douc Langur, native to south-east Asia, is often trapped for the wildlife pet trade, or hunted to make medicines like monkey glue. Sometimes poachers have to trap up to 20 breeding females just to get one infant. SOS grantee, the Douc Langur Foundation's project works with local communities to establish and train teams of wildlife patrols that conduct regular patrols, and destroy poachers' camps, snares and traps. They confiscate poachers' guns and hunting and logging equipment and turn them over to the authorities. Healthy captured animals are confiscated and either released into the wild or taken to care centres for treatment. The project is already beginning to bear fruit as a first poacher awaits prosecution.



With populations so endangered, it is vitally important healthy captured Douc Langurs are released back into the wild.

Much of the damage caused by poachers goes unseen. In some cases up to 20 adult breeding females have been

killed to trap just one infant for the wildlife pet trade.

# EMERGENCY



SOS provides Rapid Action Grants to address emergency conservation requirements arising from a wide range of events that pose immediate threats to a population or an entire species. SOS has supported six projects involving emergency conservation measures tackling oil spills, fallout from planning decisions and rapidly escalated threats of poaching during times of war and other instability for example.

## RESCUING AFRICAN PENGUINS FROM AN OIL SPILL

In Table Bay off the coast of Cape Town, South Africa SOS funded local organisation SANCCOB in efforts to rescue, rehabilitate and release back into the wild seabirds threatened by an oil spill, including one of only seven remaining Endangered African Penguin (*Spheniscus demersus*) colonies. In total 254 birds, mainly African penguins have been rescued.

Responding to crises is a key part of SOS' work. Here African Penguins are saved from an oil spill in Table Bay, South Africa.

The birds are treated, re-hydrated and assessed at a sanctuary before being released back into the wild.





# CONSERVATION MEASURES

## PREVENTING ROSEWOOD POACHING IN THAILAND'S THAP LAN NATIONAL PARK

Similarly, in Thailand's Thap Lan National Park, SOS supported FREELAND in efforts to prevent the poaching of increasingly-sought after Siamese Rosewood (*Dalbergia cochinchinensis*), a slow-growing hardwood with a black market value of between US\$ 6,000 and US\$ 50,000 per cubic metre. Efforts have focused on strengthening capacity to tackle illegal poachers and implement law enforcement activities. Groups of armed and violent poachers have been laying siege to the park's Rosewood and poaching wildlife; by 2011 only 80,000-100,000 trees were believed to remain.

This rapid response project funded the training of thirty rangers trained in law enforcement, observation and surveillance skills, hostile engagement and crime scene processing. The project is also funding food rations to enable more patrols and paying for equipment including GPS receivers, satellite phones, and radios so that enforcers can call for backup, if necessary.

It is not just animals that are under threat from poachers; some plants and trees are highly coveted for their monetary value.

Supporting and equipping rangers to patrol and prevent transnational crime at the source is as critical as the development of strong policy and laws and international cooperation.

# COMMUNITY ENGAGEMENT



A community managed predator-free Hirola sanctuary boosts the chances of population recovery.

While species loss poses a threat to all of us, none are more at risk than the local communities that rely on wild plants and animals for their day-to-day livelihoods whether through tourism, as a source of raw materials or food for example. Generating innovative solutions that provide sustainable alternative sources

of income and suitable incentives to manage or reduce dependence on threatened species is a critical and challenging process in many cases. SOS currently funds almost 20 projects with a focus on community engagement and alternative livelihoods.

Providing aquaculture and eco-tourism alternatives could become a regional model for conservation of the West African Manatee.



## WEST AFRICAN MANATEE

In Nigeria, SOS Grantee Sea 2 Shore Alliance has successfully launched a community managed aquaculture project to help protect the Vulnerable West African Manatee (*Trichechus senegalensis*) from ongoing hunting for food. By involving both men and women in the community, each of whom plays a role in managing and processing the harvests from the catfish enclosures, the project has developed a robust model that with time and further refinement could be deployed across the Manatee's range as one compelling win-win solution for animal and man.

## CREATING A SAFE SANCTUARY FOR THE HIROLA

With a white strip across its eyes resembling a pair of spectacles, the Hirola (*Beatragus hunteri*), a type of antelope found in Kenya is today Critically Endangered as a result of the loss of traditions among pastoral communities. This loss, compounded by climate problems and disease, is threatening the existence of the Hirola with only several hundred left alive. Funded by SOS, the Northern Rangelands Trust (NRT) worked to create a predator-proof sanctuary within the Ishaqbini Hirola Community conservancy. Cleared of other predators, the sanctuary, will allow the Hirola to live and breed undisturbed, while other longer-term solutions are developed alongside long-term capacity to establish a self-sustaining population in north-eastern Kenya. Shortly after completion, the first signs of the sanctuary's effectiveness arrived with the birth of eight Hirola calves in mid-2013.

## LOCAL COMMUNITIES PROTECT AMPHIBIANS IN GUATEMALA'S SIERRA CARAL

The Sierra Caral forested mountain range is home to several species of Amphibians, including five Critically Endangered, five Endangered, and two Vulnerable Species, four of them endemic to these forests. Sierra Caral is today under enormous pressure as a result of deforestation: between 2001 and 2009 over 3,800 hectares of forest disappeared to make way for cattle ranching. If the forest disappears so too will its unique frog and salamander inhabitants. SOS grantee, FUNDAECO has been working to mobilise support among local communities for amphibian conservation in Sierra Caral through environmental education projects, outreach, and community-based ecotourism in the newly established Amphibian Reserve. In early 2014 the Guatemalan government announced that Sierra Caral would be officially recognised as a protected area representing a significant achievement for this project and all those who strived to protect this unique region.

The Guatemalan government's decision to make the Sierra Caral an officially protected area in 2014 represented a significant achievement for the local communities that played a valuable role in the conservation of amphibian species native to this unique piece of tropical forest.

# AND ALTERNATIVE LIVELIHOODS





# HABITAT RESTORATION

If habitat destruction is the single greatest threat to species survival, habitat restoration through, for example, re-planting of grasslands, reforestation, and creation of protected areas can help to protect species. At the same time, it can be a source of employment and income for local communities.

## LAST CALL FOR MADAGASCAR'S GOLDEN MANTELLA FROG

In Madagascar, SOS supported local organisation Madagasikara Voakajy in its efforts to restore the freshwater pond habitats of Critically Endangered Golden Mantella Frog (*Mantella auriantiacca*). The animal's habitat, a tiny patch of forest with an area of less than 10 km<sup>2</sup>, has been destroyed by illegal artisanal gold mining activities. In 2010, illegal artisanal gold mining destroyed two of the remaining 16 ponds.

Local groups were unable to intervene as the gold miners were violent and aggressive. Local pond monitors are being trained to watch over the ponds and police and local patrols empowered to respond to feedback from pond monitors. Thanks to these activities, no further ponds have been destroyed, damaged ponds are being rehabilitated and new ponds created. The rehabilitation of the ponds has resulted in a decline in illegal mining and destructive forestry activities and a nascent eco-tourism opportunity as well as better water quality for local people.

Local communities are working to protect the last remaining habitat for Madagascar's Golden Mantella Frog. Illegal artisanal gold mining can destroy precious breeding ponds which communities then rebuild.





Rhino Patrol Units protect the Javan Rhino – one of the world's rarest large mammals – from poaching. Clearing invasive species like Arenga palms which crowd out plants that rhinos eat, is also critical to their conservation.

### SAVING THE WORLD'S RAREST LARGE MAMMAL: THE JAVAN RHINO

With a population of no more than about 50 individuals, confined to the Ujung Kulon National Park (UKNP), the Javan Rhino (*Rhinoceros sondaicus*) is Critically Endangered. It is threatened by habitat destruction from land conversion and illegal logging as well as poaching. Funded by SOS the International Rhino Foundation and Yayasan Badak Indonesia (YABI) have been working with 50 members of the local community to remove 25 hectares of Arenga palm to create a suitable habitat for the rhinos. The invasive Arenga palm impedes the rhino's natural feeding behaviours by crowding out its main food source. Meanwhile, the project also established Rhino Protection Units (RPU) to patrol the park, remove traps, and apprehend poachers. The plan is that through these activities the rhino population stands a real chance of recovering through breeding in natural conditions.



# SPECIAL PROJECTS SMART



## GETTING SMART IN TACKLING WILDLIFE CRIME

SMART (Spatial Monitoring and Reporting Tool) is free easy-to-use software that also operates on hand-held devices. It is supported by a coalition of leading international conservation organisations. This was a project with transformative results, supporting anti-poaching conservation activities not just for tigers but for many other species as well. Since its launch, SMART technology has been adopted by 15 other SOS-funded projects.

The SOS SMART Tiger Project helped provide training in the use of SMART to combat poaching of tigers and their prey. A total of 44 sites covering nine tiger range countries benefited from this SOS project, including Bhutan, China, Indonesia, India, Lao People's

Democratic Republic, Myanmar, Malaysia, Thailand and Russia. This translates into enhanced protection for up to 80% of the current wild tiger breeding population in the region through leveraging national government engagement in SMART.

It works by collecting data on poaching and other illegal activities from rangers patrolling in the field to inform and monitor law enforcement activities. By quantitatively analysing the data collected in the field including time, date, GPS and spatial data, conservationists including park managers, rangers and scientists can improve their strategic planning. The implementation of SMART in tiger range countries is already enhancing the efficiency of patrols. Authorities in Jilin Province, China, arrested five poachers

SMART is supported by a coalition of leading international conservation organisations.



Through SOS support over the past 18 months and in collaboration with SMART partners, we have succeeded in introducing SMART and best practices for protected area management to a total of 57 SMART demonstration sites across 11 countries in Asia.

**ALEXA MONTEFIORE**  
SMART Programme Manager

SOS support has enabled us to both leverage broader uptake within the region and at a global scale. This has significantly improved SMART software development through substantial user feedback from field testing.

**EMMA STOKES**  
Regional Advisor for SMART Tiger Project



Training and workshops help with deployment and development of this next-generation conservation tool.

Rolled out across several tiger range states, SMART's efficacy and ease of use is facilitating adoption by conservationists worldwide working with a variety of other species.

in December 2013 largely thanks to the SMART patrolling approach. This is the largest ever arrest made in the province for wildlife crime. Feedback from training workshops suggests that SMART is considered more user-friendly by frontline staff than other comparable software tools. The SMART approach also fits in well with performance-based incentive schemes for wildlife patrol units such as the one introduced in Laos in April 2012.

SMART's seal of approval has been its rapid adoption by a diverse range of conservationists including 15 SOS funded projects, using SMART technology in a variety of new and surprising ways. The gap in sophistication between those involved in breaking and those responsible for enforcing wildlife laws is being bridged.



# BIODIVERSITY AND BUSINESS

ALL BUSINESSES DEPEND IN ONE WAY OR ANOTHER ON HEALTHY WILD PLANTS AND ANIMALS. INDEED SPECIES ARE USED IN COUNTLESS WAYS, FROM TOURISM TO THE LUXURY GOODS SECTOR, FROM FOOD AND BEVERAGES TO THE PHARMACEUTICAL AND MEDICAL SECTORS, FROM TECHNOLOGY TO THE ENERGY SECTOR. ENTERPRISE HARNESSES NATURE'S WISDOM, DESIGNS AND MATERIALS EVERYDAY, OFTEN FOR FREE. SOS OFFERS BUSINESSES A WAY TO GIVE BACK TO NATURE AND CHAMPION A UNIVERSAL CAUSE IN THE PROCESS.

Engaging with SOS to protect wildlife can be a key part of a company's sustainability strategy because:

- › Doing well by doing good enhances reputation by demonstrating a commitment to sustainability
- › Participation in the SOS network offers a point of differentiation for a sustainability strategy
- › SOS partners have access to an exclusive network of global institutions, renowned and influential experts and individuals
- › Helping to protect the raw materials on which a business depends makes good business sense
- › Proactively working to protect nature can help build team spirit and job satisfaction
- › Championing nature conservation can add value to a business.

## NOKIA – CONNECTING PEOPLE WITH NATURE VIA SOS

As a leading global telecommunications company Nokia also has a long track-record in sustainability. Consequently the company saw the fit between SOS and its own activities and values as a natural and strategic one.

The partnership created a wealth of communications opportunities including the first ever IUCN/SOS mobile application – The Fantastic World of Frogs. Distributed via the Nokia Ovi store, this 'edutainment' app introduced users to the richly colourful and acoustic world of some of our most endangered amphibians in their natural habitats.



Nokia wanted to inspire company employees and other stakeholders by championing an excellent initiative that involved world-class experts. We have also seen possibilities for mobile technology to support sustainable development including nature and species conservation. Ultimately, we wanted to be part of the business community that does well by doing good for the planet and for everyone.

**OUTI MIKKONEN**  
Milton Consulting,  
Nokia Sustainability  
Director 2010-2012



Part of the solution to saving the Matschie's Tree Kangaroo was to create an alternative livelihood in sustainable coffee export.

The most visible output may be the coffee. But land management planning, skills training and educational development were also important components to protecting this charismatic species.

## TREE KANGAROO FRIENDLY COFFEE

The SOS-funded Tree Kangaroo Conservation Project is a case study in a holistic approach to species conservation implemented by grantee Woodland Park Zoo (WPZ). Working closely with the communities of the YUS Conservation Area in the remote Huon Peninsula, Papua New Guinea to create a premium coffee brand for export to its Seattle-based partner Caffé Vita, the project is delivering benefits that are designed for sustainability. This extensive forest is home to a rich animal biodiversity, including the endemic and Endangered Matschie's Tree Kangaroo (*Dendrolagus matschiei*). It is also home to a growing human population and it was imperative to implement holistic solutions that benefited people and nature simultaneously.

Together, WPZ and local participants developed and enforced land-use plans, setting aside land for high-value coffee planting, thereby protecting precious wildlife habitat in the rainforest. The project also includes a teacher scholarship programme placing a dozen teachers in remote YUS schools and a YUS health immunisation initiative. As shipments of Tree Kangaroo friendly coffee leave for Seattle, the next phase in the project will transfer skills and knowledge to participants to manage the entire business independently.

SOS has assisted the Tree Kangaroo Conservation Program (TKCP) to work more closely with the landowners to set their priorities in land use plans. The plans should help take pressure off pristine ecosystems, allow sustainable use of ecosystem products and services, and enhance livelihood potential.

KARAU KUNA  
TKCP Conservation Strategies Manager  
UN Equator Prize Winner 2014

Empowerment is key. When people are willing to walk for two days to take part in management meetings, you know the project is going to thrive.

LISA DABEK, TKCP  
SOS Grantee 2012-2014

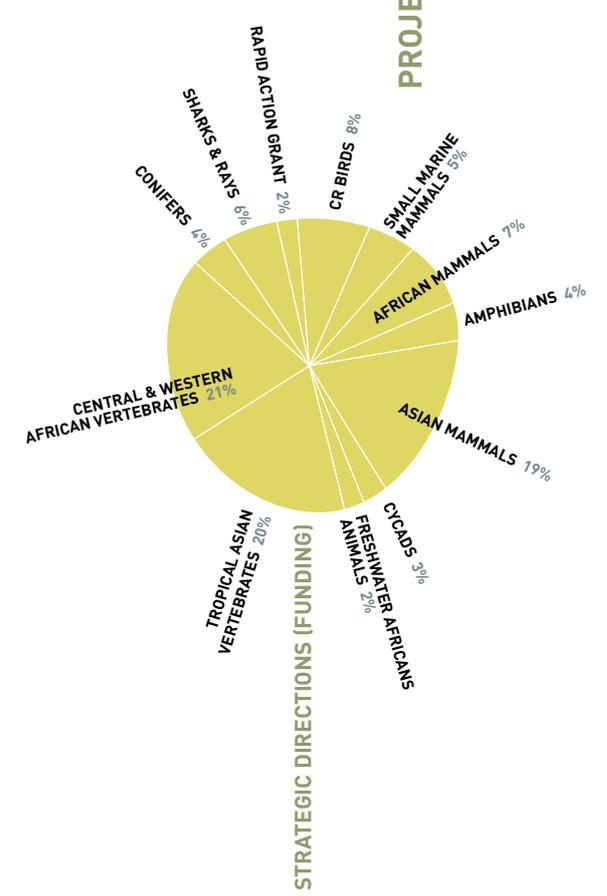
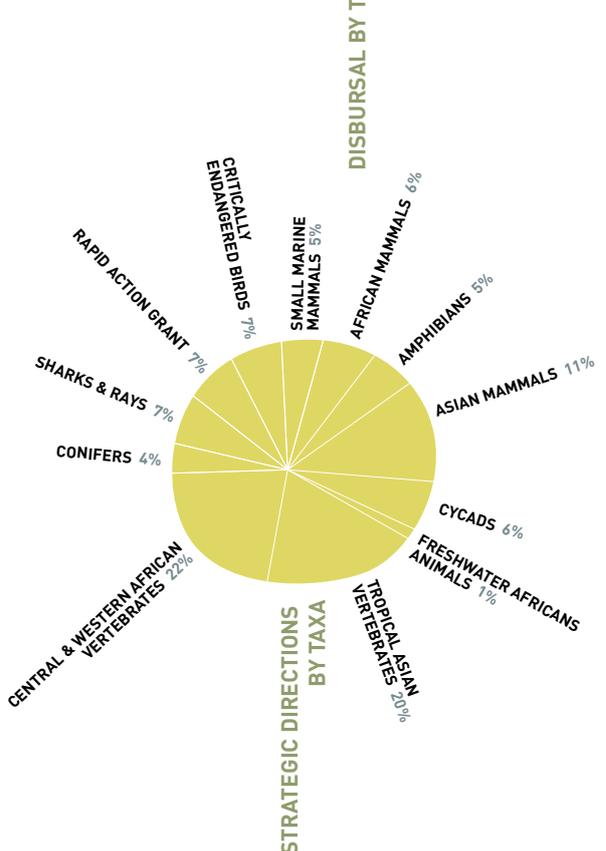
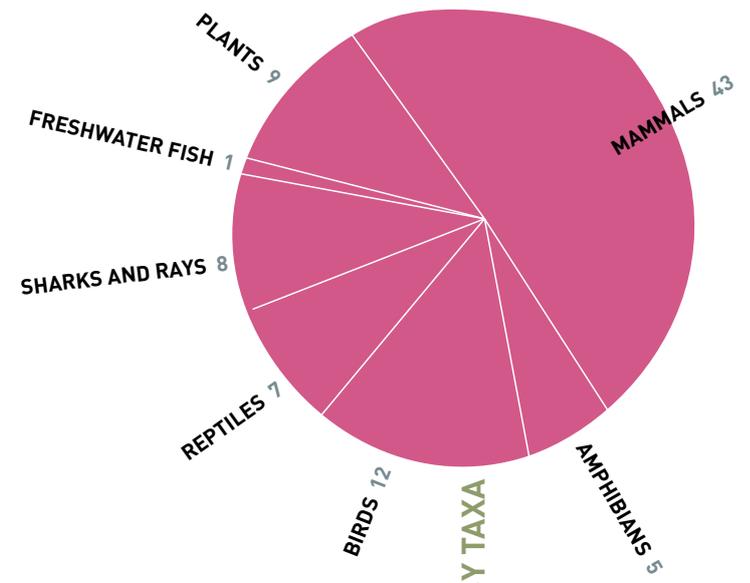
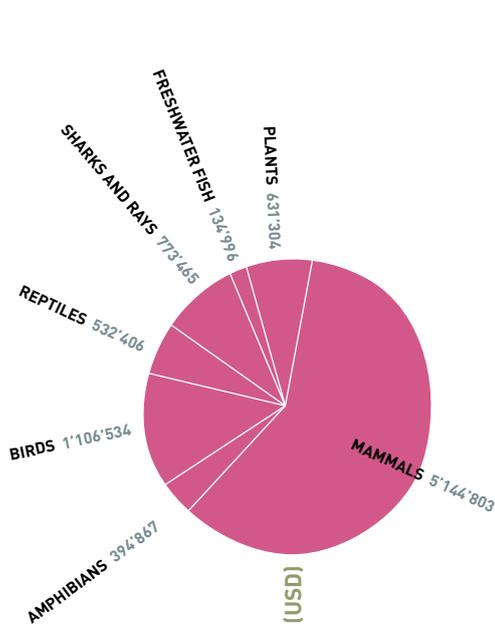
## SOS – A POWERFUL TOOL FOR GOVERNMENTS

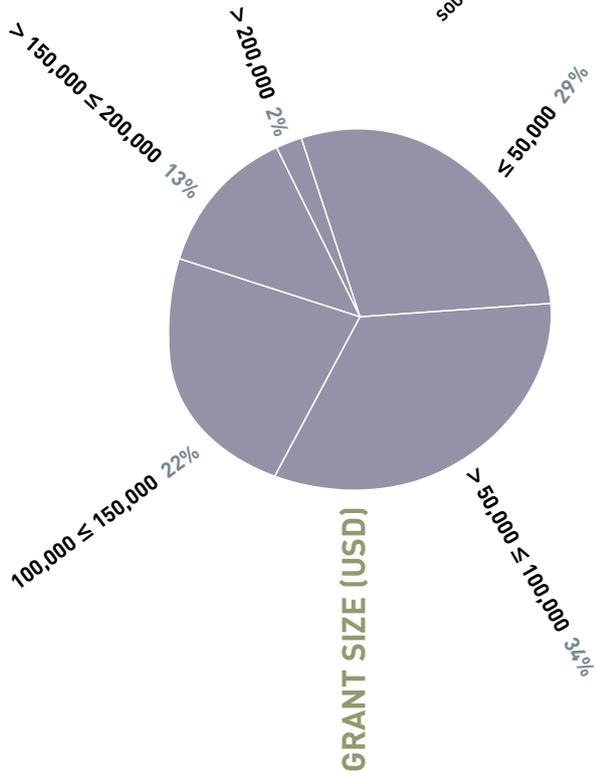
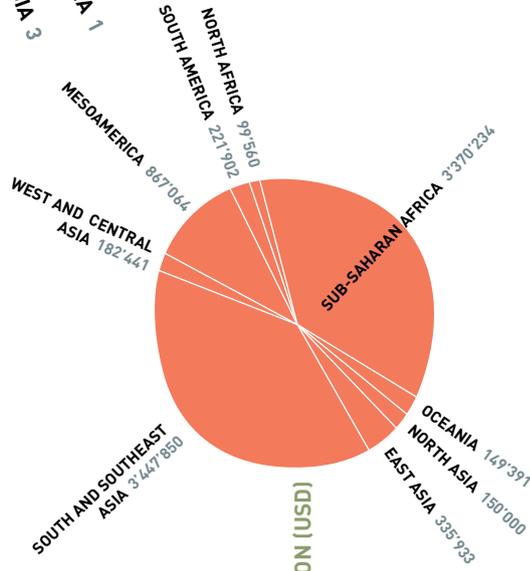
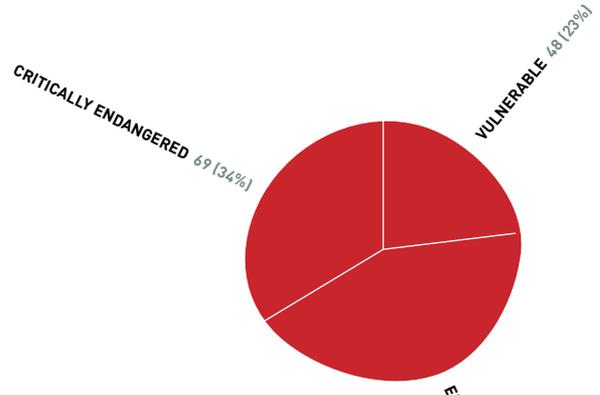
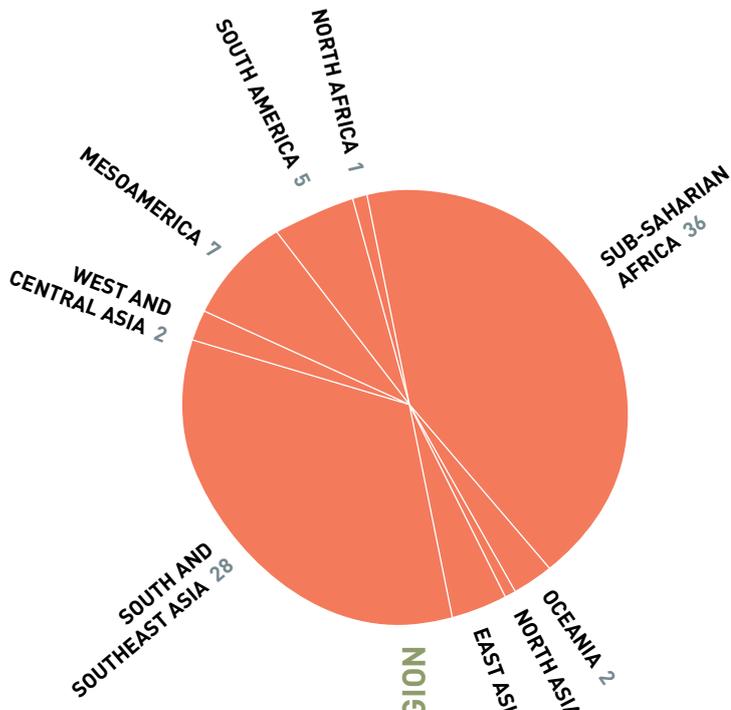
SOS is a credible mechanism that helps governments and organisations work toward achieving several of the Aichi Targets including Target 12, all of which were agreed and adopted by countries in 2010. Launched by the Convention on Biological Diversity (CBD), the Aichi Targets\* set out comprehensive goals for protecting our biodiversity by 2020. Aichi Target 12, states that “By 2020, the extinction of known threatened species has been prevented and their conservation status, particularly of those most in decline, has been improved and sustained.” SOS is uniquely placed to help deliver on this goal.

\* announced at the 10th Conference of the Parties to the Convention on Biological Diversity, Nagoya, Aichi Prefecture, Japan, October 2010

# WHERE WE INVEST

THE SOS PORTFOLIO HAS FUNDED \$9USD MILLION TO DATE SUPPORTING 87 PROJECTS.





# ABOUT THE FOUNDING PARTNERS

With SOS support, we've been able to take our community-based efforts to conserve Sulawesi's Endangered Maleo bird to the next level. With SOS's help, we're scaling up from an effective but localized project to a regional one that is well-supported by government, well-known to the general public, and expanding to new field sites.

## MARCY SUMMERS

Director, Alliance for Tompotika Conservation

## IUCN – INTERNATIONAL UNION FOR CONSERVATION OF NATURE

- › Founded in 1948
- › The world's oldest and largest global environmental organisation
- › Unique membership including more than 1,000 governments and NGOs, and almost 11,000 volunteer experts in 160 countries
- › Six volunteer expert Commissions, including the Species Survival Commission (SSC) with more than 120 Specialist Groups, made up of more than 9,000 volunteer experts
- › Produces the IUCN Red List of Threatened Species™, the most comprehensive information source on the global conservation status of wild plant and animal species

[www.iucn.org](http://www.iucn.org), [www.iucn.org/species](http://www.iucn.org/species)  
[www.iucnredlist.org](http://www.iucnredlist.org)

## GLOBAL ENVIRONMENT FACILITY (GEF)

- › Founded in 1991
- › Partnership uniting 183 countries with international institutions, NGOs, and the private sector
- › Funds grants to improve the global environment
- › Supports national sustainable development initiatives
- › Focus on biodiversity, climate change, international waters, land degradation, the ozone layer, and persistent organic pollutants

[www.thegef.org](http://www.thegef.org)

## WORLD BANK

- › Established in 1946
- › Supports poverty alleviation efforts in developing countries
- › Sustainable environment and natural resources management is at the heart of the World Bank's poverty reduction agenda because it supports livelihoods and strong, resilient economies. Largest international funding source for biodiversity in developing countries

[www.worldbank.org](http://www.worldbank.org)

## FONDS FRANÇAIS POUR L'ENVIRONNEMENT MONDIAL (FFEM)

- › Foundation created in 1994
- › Promotes environmental protection in developing countries
- › The FFEM is mandated to co-finance development project with a high environmental component in the areas of biodiversity, international waters, land degradation and desertification and air pollution
- › It acts in situations where biodiversity losses raise issues of global concern, over and above their importance for the specific country or region

[www.ffem.fr](http://www.ffem.fr)

## FONDATION SEGRÉ

- › Created in 1996
- › Provides support to partner foundations involved in conservation and education

[www.fondationsegre.org](http://www.fondationsegre.org)

## DR. SUSAN MAINKA†

- › Director of IUCN Global Species Programme 2000-2004
- › Private donation

SOS funding has meant that we are able to fully implement projects in Senegal, Mali, and Nigeria that build community-based African manatee conservation networks and provide sustainable alternative livelihoods for manatee hunters through aquaculture and ecotourism. These projects will be used as models across Africa.

LUCY KEITH DIAGNE  
Sea To Shore Alliance

#### THE IUCN RED LIST OF THREATENED SPECIES™

For fifty years the IUCN Red List of Threatened Species™ has been the world's leading authority on the conservation status of species, sub-species and varieties of plants and animals. All the species have been evaluated against IUCN's Red List Categories and Criteria, a globally-recognised benchmark for assessing species status. An updated Red List is published every few years and includes the most up-to-date taxonomic and conservation data. Because it is the most comprehensive and representative database we have, the Red List has become known as the barometer of life and represents a powerful instrument in the SOS toolkit.

#### THE IUCN SPECIES SURVIVAL COMMISSION (SSC)

The IUCN Species Survival Commission (SSC) is a voluntary network of more than 9,000 experts from all regions of the world. Members include scientists, researchers, government officials, wildlife veterinarians, zoologists and botanists, marine biologists and protected areas managers divided among more than 120 Specialist Groups (SG). The SSC works closely with IUCN's Global Species Programme to provide information on biodiversity conservation, species values, their roles in ecosystem health and functioning, and information about their support to human livelihoods. It also provides scientific advice to conservation organisations, government agencies and other IUCN members.

#### ABOUT CITES

CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) is an international agreement between governments. Its aim is to ensure that international trade in specimens of wild animals and plants does not threaten their survival. CITES provides a framework to be respected by each Party, which has to adopt its own domestic legislation to ensure that CITES is implemented at the national level. For many years CITES has been among the conservation agreements with the largest membership, with now 180 country members or Parties.

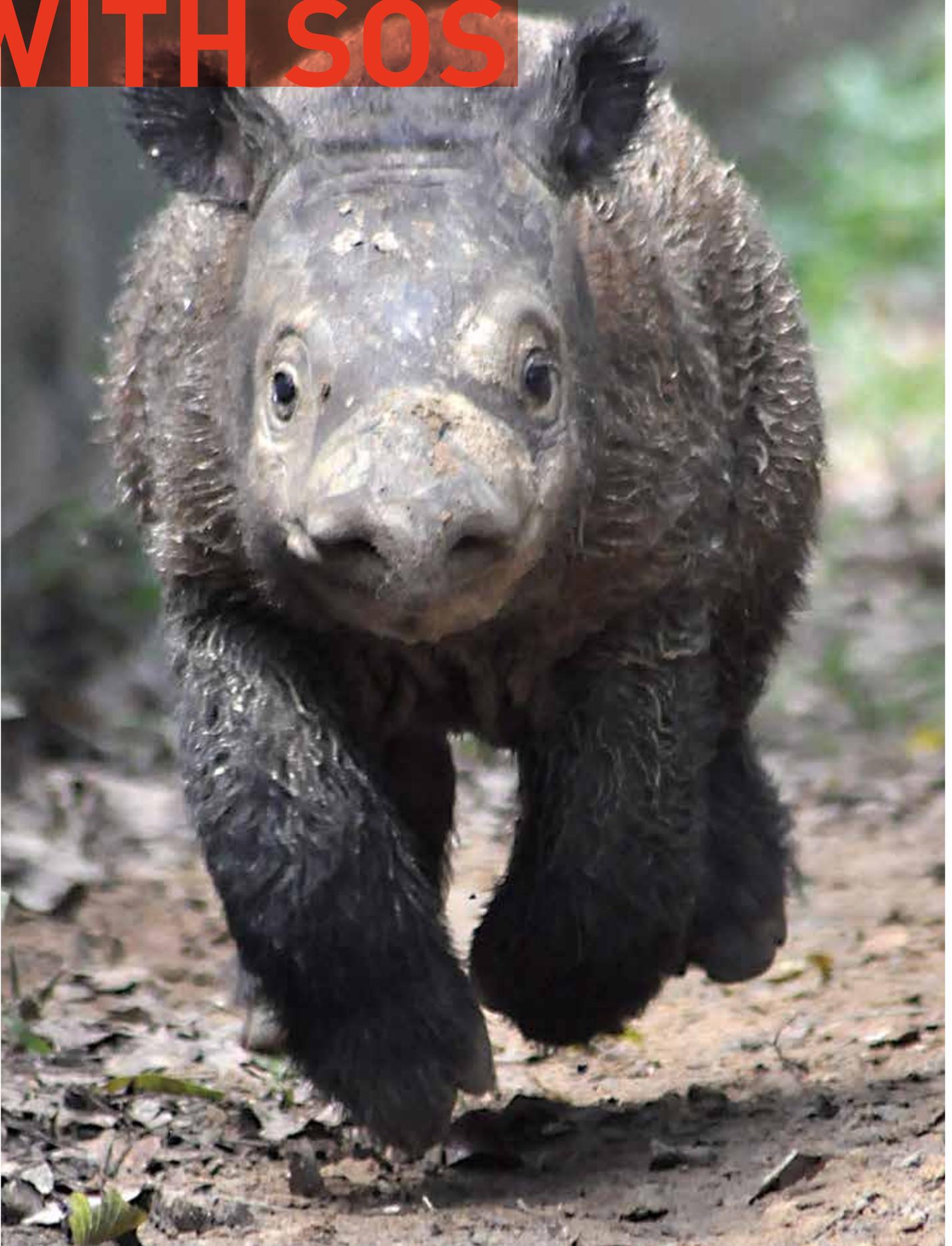
#### ABOUT CBD

Formed in 1992 and entering into force in December 1993, the Convention on Biological Diversity was inspired by the world community's growing commitment to sustainable development. It has three main goals: The conservation of biological diversity, the sustainable use of the components of biological diversity and the fair and equitable sharing of the benefits arising out of the utilization of genetic resources.

#### ABOUT ZSL

Founded in 1826, the Zoological Society of London (ZSL) is an international scientific, conservation and educational charity whose mission is to promote and achieve the worldwide conservation of animals and their habitats. This is realised through a commitment to groundbreaking science, a variety of active conservation projects in more than 50 countries and two zoos.

# STARTING WITH SOS



**YOU CAN PROTECT  
PLANTS AND ANIMALS,  
THEIR HABITATS  
AND THE COMMUNITIES  
THAT DEPEND ON THEM**

**YOU CAN INSPIRE OTHERS  
BY PARTNERING WITH SOS**

**YOU CAN ADD YOUR VOICE  
TO THOSE OF  
WORLD RENOWNED  
INSTITUTIONS, EXPERTS  
AND PASSIONATE  
INDIVIDUALS WORKING**

**TO SAVE OUR SPECIES  
AND SAVE OURSELVES**

## Acknowledgments

The designation of geographical entities in this report, and the presentation of the material, do not imply the expression of any opinion whatsoever on the part of IUCN, SOS – Save Our Species or other participating organisations concerning the legal status of any country, territory, or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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FUNDAECO > 31c  
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If you think you are  
too small to make  
a difference,  
try spending a night  
with a mosquito.

MAHATMA GANDHI



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The background of the entire page is a close-up, low-angle photograph of a rhinoceros's head and neck. The rhinoceros is facing right, and its dark, textured skin is the dominant visual element. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of texture and depth. The overall tone is somber and urgent, fitting the conservation theme.

WWW.  
SAVE  
OUR  
SPECIES.  
ORG