



GLOBAL FRIENDS

Programme Report

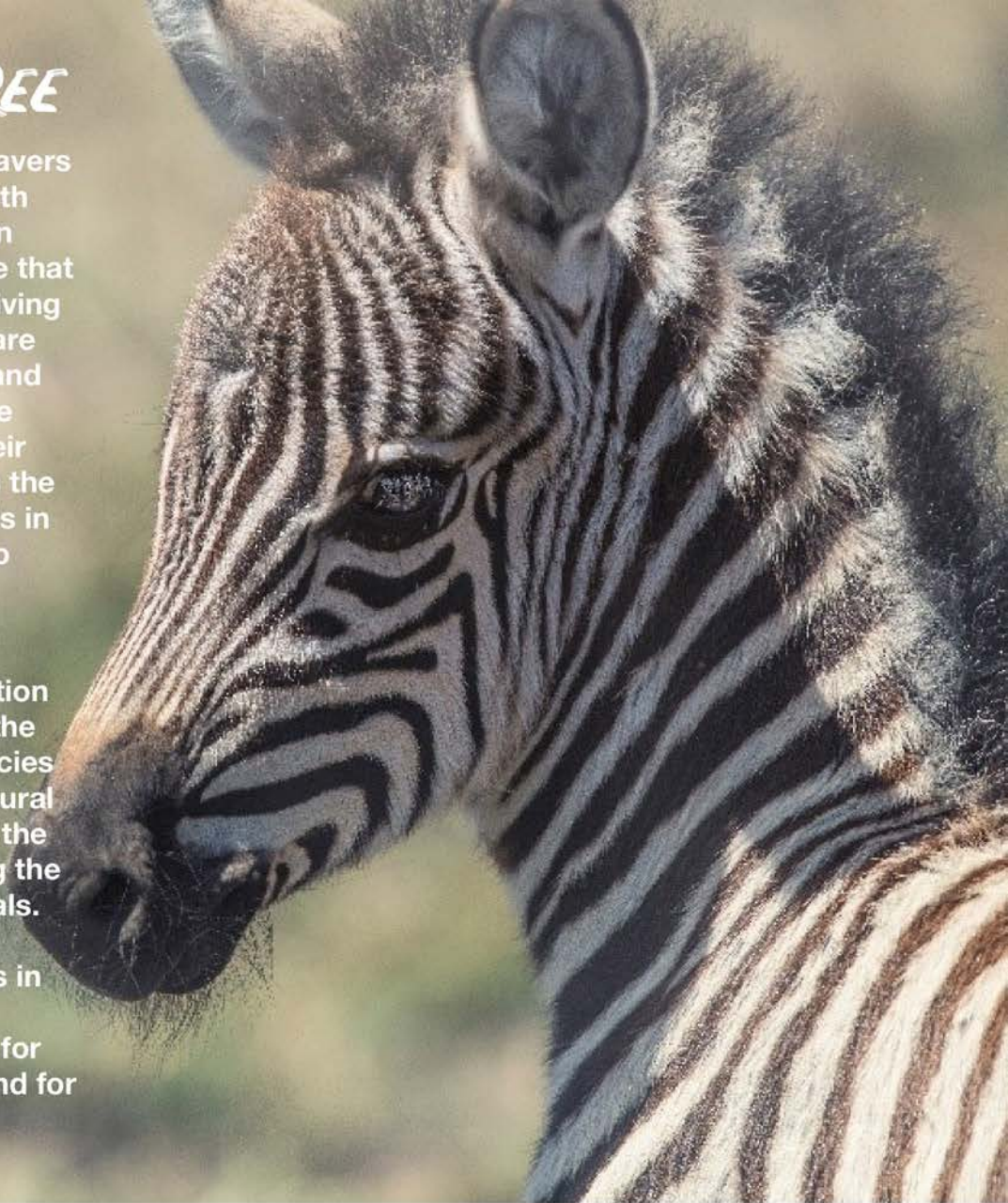


2021 AND 2022

ABOUT BORN FREE

Founded in 1984 by Bill Travers and Virginia McKenna - with their eldest son, Will - Born Free's mission is 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. Born Free opposes the exploitation of wild animals in captivity and campaigns to keep wildlife in the wild.

Born Free promotes Compassionate Conservation which strives to enhance the survival of threatened species in the wild and protect natural habitats, while respecting the needs of and safeguarding the welfare of individual animals. Born Free seeks 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.



© George Logan

About The Programme

Since 2003, Born Free has been working with local schools and communities in remote areas, close to wildlife populations, across a number of African countries.

We believe animals have the right to be treated with compassion and respect and be free to thrive in the wild.

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 our small grants programme, we support school and community environmental education-based approaches to:

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

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 protected 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 aims to address are 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.

Key Project Aims:

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

Achievements In 2020/21

- Fortnightly sessions were delivered to all 33 Chipembele clubs
- Conservation education sessions were held in 161 community groups
- Eight teachers were trained to run conservation clubs in remote schools and provided with the resources to do so, resulting in regular conservation club meetings for students at their schools
- A programme was created and workshops run in four Community Resource Boards to train influential community members to administer conservation lessons in their areas.

Total Reach:

- Approximately 600 primary and secondary school-aged students.

Achievements In 2021/22

Activities:

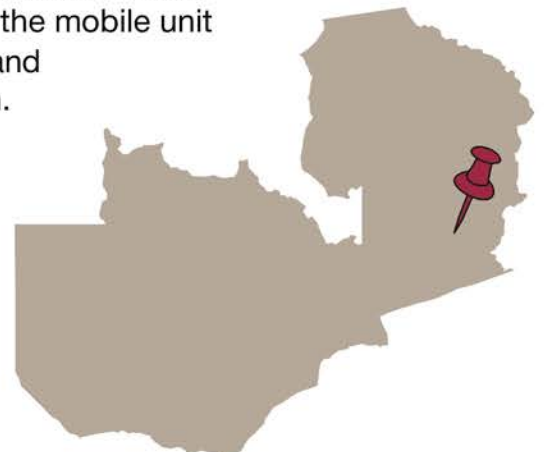
- Community Conservation Educators engaged students in their four main zones, running a total of 327 sessions devoted to wildlife conservation (?)
- A further 321 conservation meetings were held with community groups in the same area
- Their Mobile Education Unit reached schools and community beyond their core zone, making a total of 13 trips, visiting 19 schools and 13 communities
- A total of 133 traditional and community leaders from five chiefdoms received training in administering conservation lessons. After initial training, these trainees conducted a further 355 meetings
- Other activities included: Nature Nights field camping experiences, employment of a Student Support Officer, mentoring, plus the printing of Kalata for Kids conservation magazine.

Total Reach:

- A total of 16,171 people reached through our school clubs, community meetings and the Mobile Education Unit.

Plans for 2022/23

- In the coming year, educators will develop and expand crucial ongoing work with local communities
- Thanks to positive feedback from communities and schools the mobile unit will expand its reach.





© Chipembele Wildlife Education Trust

CHIMPANZEE SANCTUARY AND WILDLIFE CONSERVATION TRUST, UGANDA

Partnership

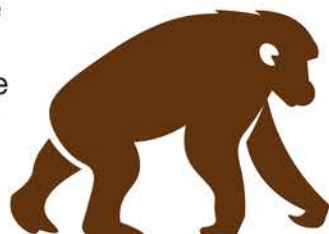
Supported by Born Free since 1998.

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 chimp sanctuary located on Lake Victoria. The island is home to 50 chimpanzees, all of whom were rescued from the pet and wildlife trades.

Achievements In 2020/21

Key Aim:

- Increase awareness and understanding about chimpanzee conservation in communities in the Northern Albertine Rift region of Uganda.



Activities:

- Aired 48 episodes of an audio drama on two FM radio stations across 12 months:
 - The drama focused on different themes, including; forest conservation, chimpanzee conservation and behaviour, water conservation, soil conservation and human wildlife conflict (mitigation, adaptability and avoidance)
- Assess the knowledge gain amongst selected listeners through sampled surveys
- Create listener groups in respective districts of host radio stations.

Total Reach:

- At least 50,000 people per episode in over ten districts, based on the listenership of the radio stations
- 960 people participated in the evaluation survey.

Achievements In 2021/22

Key Aims:

- Increased positive attitudes towards chimpanzees through conservation education and awareness
- Increased access to wildlife reading materials in schools reached by the programme.

Activities:

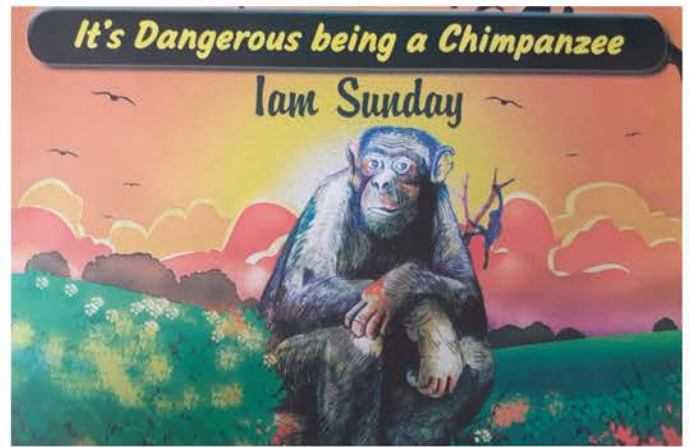
- The team produced a children's book to create awareness about chimpanzee conservation and welfare, while inspiring young people to participate in activities that have meaningful impact on the environment they live in
- Unfortunately, due to the ongoing covid-19 pandemic distribution has been delayed.

Total Reach:

- 240 children and four teachers.

Planned Activities 2022/23

- The distribution of 10,000 children's books in over 250 schools across the country.



Partnership

Supported by Born Free since 2008.

Pole Pole Foundation (POPOF) was set up by gorilla tourist guide, John Kahekwa, who recognised the pressure being placed on Kahuzi-Biega National Park's natural resources by the local community. The aim of the foundation is to improve relations between the park and the community by offering employment and training to former poachers, and providing development support to schools and small businesses. Born Free has supported a variety of projects in Kahuzi-Biega National Park since 2000.

Key Project Aims:

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

Achievements In 2020/21

Total Reach:

- Over 115 primary and 20 secondary-aged students along with three community leaders, teachers and student's parents.



Activities:

- POPOF Initially planned to work with POPOF High School and the local community to create a community wood plot in the neighbouring hills (currently grassland). This would provide sustainable wood for the communities, provide tree cover, improve soil fertility and support local biodiversity. However, due to Covid-19, the activities were delayed, which led to heavy downpours destroying the first batch of seedlings in the nursery
- A revised plan enabled the team to plant seedlings in an existing woodlot to replace trees being harvested.

Achievements In 2021/22

Activities:

- POPOF raised native species seedlings in the tree nursery ready for planting
- Seedlings were planted on bare community hills outside Miti community within a community woodlot
- School children engaged in tree planting and education around the importance of reforestation.

Total Reach:

- 78 primary and 13 secondary school students helped with planting seedlings
- The project also engaged with three community leaders to support conservation education.



Learning how to plant and care for tree seedlings



Planned Activities 2022/23

- Ongoing care of seedlings planted in 2021/22
- Work with local schools and community members to increase understanding of the importance of conservation and reforestation.



© Pole Pole Foundation

ZAMBIA PRIMATE PROJECT, ZAMBIA

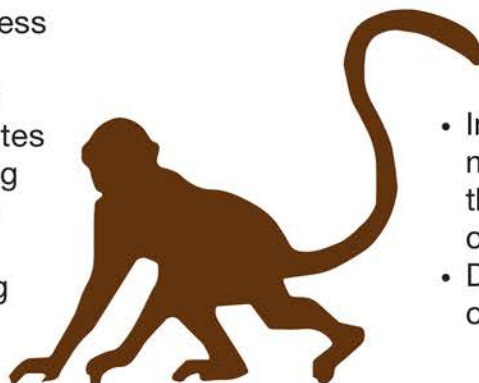
Partnership

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%.

Key Project Aims:

- Reducing poaching and directly improving attitudes towards the protection of wildlife in Zambia
- Raising awareness about the conservation of Zambia's primates and encouraging communities to report wildlife crimes involving primates



Achievements In 2020/21

Activities:

- Campaign - Radio advertising campaign of two x 30 sec info-adverts targeted at local communities living in the Copperbelt educating people that it is illegal to keep monkeys as pets – totalling 949 x 30 second air time slots over the campaign
 - Info Advert 1 - messaging sensitised people that primates are wild animals and it is illegal to kill, eat, buy, sell or keep one as a pet.
 - Info Advert 2 – in addition to the above messaging also promoted the ZPP Hotline phone number for people to call if they wanted to voluntarily surrender a primate they were keeping (without prosecution) and to report anyone keeping a primate.
- Interviews – The team negotiated two x 15 minute radio interviews to further sensitise the community in the Copperbelt with their core messaging
- Distributed remaining copies of the poster created and printed in 2019/20.

Total Reach:

- Radio – around 500,000 people reached repeatedly, based on the listenership of the radio station
- Posters – around 11,000 primary, secondary and tertiary school-aged children as well as ca. 50,000 community members

Achievements In 2021/22

Activities:

- An Out Of Home conservation (?) awareness raising campaign via billboards in the Copperbelt Province of Zambia
 - The Zambian cities of Kitwe and Ndola and surrounding towns and villages in the hugely populous Copperbelt area are major hotspots for illegal trade in primates in Zambia.
- The billboards were written in both English and Bemba, to increase reach.

Total Reach:

- The billboards were displayed for four months in two areas, Chingola and Luanshya, with a combined population of 372,685 people.

Planned Activities 2022/23

- Design, print and install three outdoor educational billboards within the Copperbelt Province to raise awareness about the laws around keeping and eating primates.



© Zambia Primate Project

LILONGWE WILDLIFE TRUST, MALAWI

Partnership

Supported by Born Free since 2007.

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

They also have a long-standing education programme which offers countrywide outreach education.

Achievements In 2021/22

Key Aims:

- Various topics on environmental and wildlife protection included in the National Primary Curriculum in Malawi by December 2021
- Two key resources (a guidebook for teachers and a student manual/supplementary readers) created and approved by MIE by December 2021.

Activities:

- In partnership with the Malawi Institute of Education, LWT conducted meetings with stakeholders to audit environmental education materials in Malawi and develop key resource materials, as a first step towards integrating environmental education into the national curriculum for primary schools.

Total Reach:

- Key stakeholders from Department of National Parks and Wildlife, the Wildlife and Environmental Society of Malawi, the Ministry of Education and the United States Forest Service were engaged.



© Lilongwe Wildlife Trust

Planned Activities 2022/23

- On-going multi-stakeholder meetings to adapt the following nine modules into two source books for teachers and learners:
 - Wildlife conservation and welfare
 - Human wildlife conflict
 - Wildlife crime
 - Deforestation
 - Forest management
 - Waste management
 - Biodiversity
 - Conservation agriculture
 - Climate change.

