



Building Economies to Save Ecologies



Christine Lippai

Certification for Conservation, Cambridge, UK
24th June 2024

Wildlife Friendly Enterprise Network (WFEN)



- Enterprise-based model for in-situ conservation to pay for itself
- Network to connect buyers with producers with conservation expertise
- Innovative ways to support local communities protecting wildlife
- Global and species-specific certification
- Robust partnerships with leading conservation organizations



**BUILDING ECONOMIES
TO SAVE ECOLOGIES™**

“We believe in the power of consumers
to **change** the world”



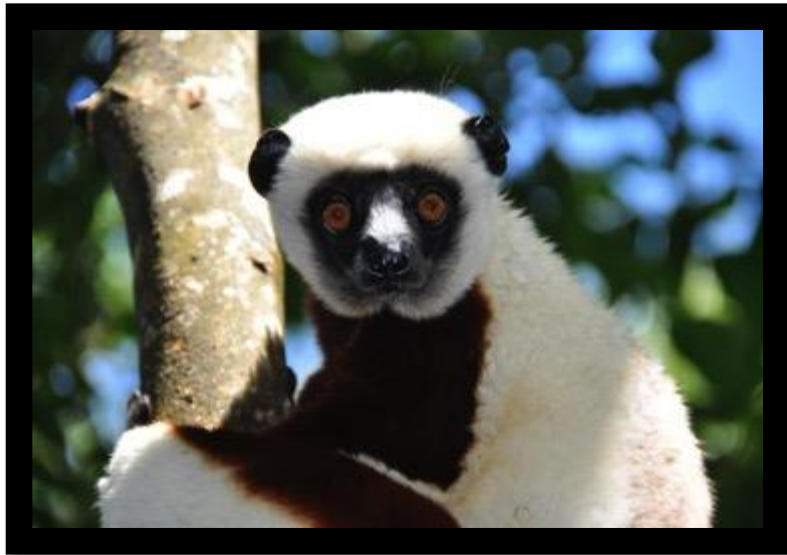
Wildlife conservation, economic well-being, & accountability

People * Planet * Profit

What WFEN Does



- Protects wildlife
- Harnesses the power of enterprise
- Promotes best conservation practices



Helping to conserve 14+ million hectares

Benefitting 500,000+ people

Protecting hundreds of threatened species



Certified Wildlife Friendly products



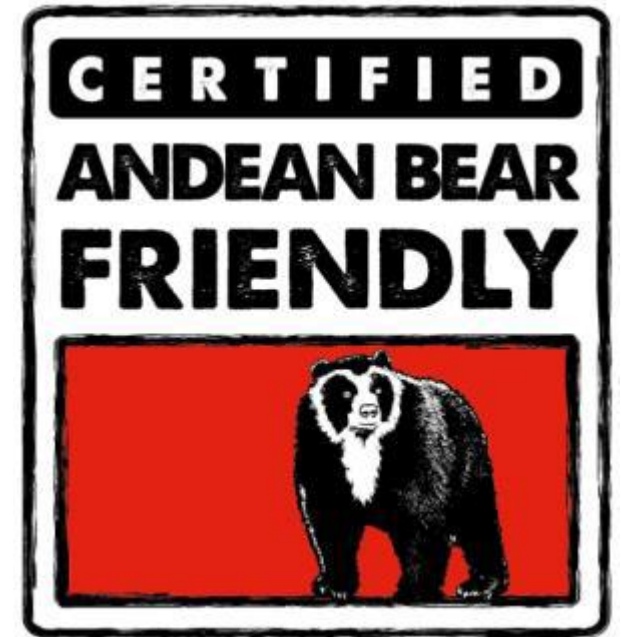
- Agricultural Products
- Coffee & Tea
- Oils & Butters
- NTFPs
- Essential Oils
- Handicrafts
- Textiles, Fibers & Paper
- Tourism

Sectors:

- Cosmetics
- Fashion
- Specialty Food and Beverage



Species and Sector-specific Programs



Program	Partners	Location
Certified Gorilla Friendly™ Tourism and Park Edge Products	IGCP (coalition of CI, FFI, WWF), WCS	Rwanda, Uganda, DRC, RoC
Certified Jaguar Friendly™ Coffee and Cacao & Paper pulp products	ProCAT Colombia	Colombia, Venezuela
Certified Andean Bear Friendly™	Chester Zoo, WCS, ProCAT	Colombia, Bolivia

Others: Certified Giant Armadillo Friendly Honey, Certified Guanaco Friendly Fiber, Certified Elephant Friendly Tea



Section One: General Standards

- Sub-section 1. The Agreement
- Sub-section 2. Overall Wildlife Conservation Principles
- Sub-section 3. Local Economy & Working Conditions
- Sub-section 4. Cultural Protection

Section Two: Product-specific Standards

- Sub-section 5. Livestock products (meat, dairy, eggs, hides, skins, wool, cashmere, mohair, other fibers, feathers)
- Sub-section 6. Honey and beekeeping products
- Sub-section 7. Plant based products (vanilla, spices, essential oils, raffia, rice, fruit, vegetables, nuts, tea, coffee, paper, and biofuels)
- Sub-section 8. Handicrafts and apparel (beadwork, jewelry, woodcarvings)

Section Three: Regenerative Agriculture Standards

- ❑ Sub-section 9. Ecological Integrity (soil health, biodiversity, synthetic inputs)
- ❑ Sub-section 10. Livelihoods
- ❑ Sub-section 11. Animal Welfare

Certified Wildlife Friendly Standards



Section One: General Standards

- Sub-section 2. Overall Wildlife Conservation Principles

- Wildlife Conservation
- Certified Site Management
- Fencing to allow Movement of Wildlife
- Human-wildlife conflict

And more...



WFEN's Global Reach



Conservation of Key Species



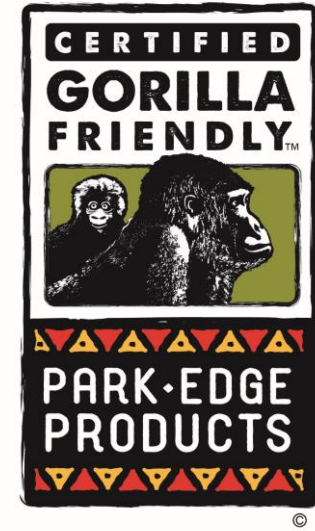
Conservation of Key Species



Conservation of Key Species



Conservation of Key Species



Visiting gorillas? Go to
GORILLAFRIENDLY.ORG

**ASK NOT WHAT
GORILLAS CAN DO FOR YOU,
BUT WHAT YOU CAN DO
FOR GORILLAS.**



**I TOOK THE
PLEDGE!**

Gorilla tourism can contribute to a green economy, providing benefits to people while protecting gorillas for generations to come. But gorilla tourism will only be truly sustainable if best practices are followed - and we all have a role to play.



Gorilla photography
courtesy of Richard A. Mullet.

Conservation of Key Species



Conservation of Key Species



Photo credit: Nikhil Advani

Conservation of Key Species



Conservation of Key Species



Wildlife Friendly Ibis Rice



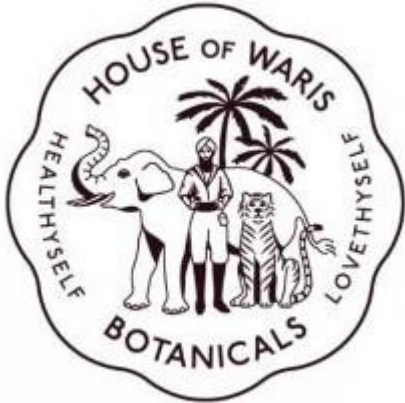
Certified Elephant Friendly™ TEA



Certified Elephant Friendly™ (developed in partnership with University of Montana)

- science-driven best practice standards
- reduction in human-elephant conflict
- incentive for protection of elephants

Certified Elephant Friendly™ TEA



Conservation of Key Species



Conservation of Key Species



Wildlife Friendly® Certification Impact



- Economic incentives for wildlife conservation
- Best production practices that minimize –ve impacts on wildlife
- Economic and social opportunities within rural communities
- Transparency & credibility





Thank you!