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In black and white

WHITE TIGERS –
THE DEBATE IN FULL

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WHY ZOOLOGICAL RESEARCH
NEEDS MORE PROMOTION

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THE FUTURE FOR NATURE
FOUNDATION EXPLORED



Back from the brink

LAST CHANCE FOR THE ENDEMIC DUCKS OF MADAGASCAR



Horns of Africa

THE LONG-TERM EFFECTS OF EAZA'S RHINO CAMPAIGN

Continuing our review of EAZA's focused conservation campaigns Year of Biodiversity 2010, Zooquaria revisits two more campaigns

Rhino Campaign: charged with success

Chairman of the Rhino Campaign, Nick Lindsay, ZSL

With over €660,000 raised through the fifth EAZA conservation campaign there was considerable justification in choosing rhinos as the focus species for 2005/6, even though a relatively small number of EAZA zoos have rhinos. The other major decision by EAZA for this campaign was to work with a partner from outside the zoo world. Save the Rhino International (SRI) is a UK NGO with a specific aim of raising funds for rhino conservation, and it brought to the campaign its contacts and experience in fundraising for rhinos. SRI made an incredible commitment by employing a dedicated member of staff for the campaign, the outcome of which was that EAZA was able to provide funds to 22 projects in support of wild rhino conservation, and engage with millions of visitors to zoos in Europe about rhinos and conservation in rhino range countries.

With only about 90 zoos holding rhinos – the Southern white rhino, the Eastern black rhino and the greater one-horned rhino – the first challenge faced by the organising committee was how to involve zoos that don't house them. Using rhinos as flagship species for countries, regions and habitats it was possible to present zoos with a tremendous range of species that live in these areas and which benefit from the presence of rhinos through the way the animals 'manage' their environment, or from the protection provided for them in national parks or similar wildlife areas.

There was considerable effort put into the production of the campaign pack to give zoos up-to-date information on all rhino species in the wild and in our zoos, including

details of key species that share habitats with rhinos and material to help zoos develop their own campaign activities. Through SRI, Aardman Productions gave permission for EAZA to use Douglas the Rhino as the campaign character which proved very popular. The effect was so great that 134 organisations registered for the campaign, including some non-EAZA zoos, schools and businesses. A campaign website was set up which included details of all the projects selected for support and the campaign pack plus updates and reports as the campaign year developed.

Based on previous campaign successes it was agreed that our target should be €350,000 which would enable EAZA to contribute significant funds to rhino conservation. Invitations to apply for funding prompted an incredible response, in turn causing a few headaches on how projects could be selected. To help the selection process we involved the two IUCN SSC African and Asian Rhino Specialist Groups which gave us the local knowledge we needed and gave the campaign, and its selected projects, IUCN approval which was considered important.

It was agreed that there would be at least one project selected for each of the five species and that projects would include a range of activities considered important for conserving rhinos, such as monitoring, anti-poaching, translocation, field research, community education and trade. Thirteen projects were selected for the first round to match the funding target. A reserve list of nine projects

was also compiled in case the target was exceeded, and in the end all 22 selected projects were able to receive their requested funds.

Because of the obvious popularity of the campaign some funds were sent to projects as early as February 2006 although the bulk of the funds were distributed after October 2006 when the final total was known. It was with some pleasure that it was possible to send funds for the greater one-horned rhino programme in Nepal once the political issues had been resolved and a national conservation plan implemented. Other projects have also experienced problems such as a delay in Rhino Vision 20:20 in Assam and the change in the political atmosphere in Zimbabwe but funds have not been wasted or lost in the process.

In the past twelve months there has been a dramatic increase in rhino poaching in some rhino countries including South Africa, India and Nepal. This only highlights the continuing threat to rhinos for the traditional Chinese medicine trade and the need for long-term commitments to ensure wild rhinos continue to thrive. It is reassuring to know that there is a legacy to the campaign with some zoos now developing long-term partnerships with some of the campaign projects. They are to be applauded for this work.

Why was the campaign such a success? The partnership with SRI certainly made a stronger package and provided full-time administrative support. In addition, rhinos are popular animals to work with, and as EAZA members had had the experience of four previous campaigns, their appetite had been whetted.

EAZA can be rightly proud of yet another successful campaign with the result of even more funds going directly to support the conservation of wild animals. It is also important to consider the effect of informing millions of our visitors about rhinos, about the problems countries with rhinos face and about the solutions to these problems.



ampaigns, as part of the celebrations of the International
 aigns to report on what they have achieved.

Madagascar: the first national approach

Lesley Dickie, Executive Director, EAZA

The EAZA Madagascar Campaign, Arovako i Madagasikara (Conserve Madagascar) 2006/2007 was the first, and to date only, campaign that focused on the biodiversity of an entire country. This reflects the quite amazing biodiversity found on this one island in the Indian Ocean. However, it also reflects the sad fact that time is running out for this unique and exquisite wildlife. Endemicity and rarity go hand in hand when looking at the fauna and flora of the island, and despite being close to its giant continental neighbour of Africa, the biodiversity of the island is strikingly different.

Discounting bats, all its mammals are unique to the island. Other taxa such as the amphibians and reptiles exhibit levels of endemicity in excess of 90%. More than 85% of the plant species are found nowhere else. But this is an island under pressure, primarily from habitat loss for agriculture, fuel wood and mining development. More than 90% of Madagascar's original forests have been converted by man in an astonishingly short period of time, with humans estimated to only have arrived on Madagascar 2,000 years ago.

This sixth EAZA campaign was supported by two significant individuals, with the actor John Cleese as our Patron, and a letter of support received from the then President of the country Marc Ravalomanana, which we hoped would raise the profile of this campaign. In the campaign core group we already knew that a number of member zoos and aquariums were interested in conservation in Madagascar and we also hoped that the popularity of many species of Malagasy fauna, particularly lemurs, in EAZA zoos would lead to great support from the membership. We initially set six targets for the campaign: raise public awareness of one of the most important reservoirs of natural history on the planet; promote ecotourism to Madagascar; highlight ways in which the public can contribute to conservation in their own lives; alert EAZA members to the diversity of Malagasy wildlife and hence support the programmes that feature these



species; promote the idea of twinning between EAZA members and reserves and national parks in Madagascar; and, perhaps most important, initially raise funds for biodiversity conservation projects on the island.

When planning the fundraising target we had been impressed by the amazing performance of the Tiger and Rhino campaigns that had run in previous years. But we wondered whether such high sums had been raised as these were campaigns that focused on 'charismatic mega-mammals'. While we loved the small, the odd, the sometimes weird biodiversity of Madagascar, would everyone else? The initial target was €500,000. Was this too high? It turned out we needn't have worried with a final fundraising result of just over €600,000!

Throughout the year of the active campaign some 165 member institutions threw themselves into amazing fund raising efforts. We saw drawing competitions, sporting events, raffles of holidays to Madagascar, pantomimes and plays based on Madagascar, music events and many more innovative ways that members promoted the campaign. A number of awards were given for efforts made by institutions during the campaign including to Mulhouse, Parco Natura Viva, Blackpool, Plzen, Bristol and Newquay zoos. A special outstanding achievement award was presented to Woburn Safari Park, which raised over €40,000.

Twenty projects were initially selected for funding in two rounds.

These 20 received €361,645 in funds in total. The selected projects focused on many different species and from research to education, from habitat protection to species focused projects. The final campaign reports are now arriving at the EAZA Executive Office and will all be placed on the Madagascar Campaign page on the website in the near future, allowing you to see exactly how the funds raised were spent. An additional €25,000 was sent to Madagascar to help local communities and conservation in the Masoala National Park after the devastation following a series of cyclones in March and April 2007.

The campaign group, with permission of the Conservation and Executive Committees, also set aside €100,000 as matched funds to apply to the EU, in collaboration with Birdlife International, CARE France and Asity, for a forest protection project in Tsitongambarika in south-east Madagascar. Unfortunately, after significant work on the application and getting through to the final stages of the grant process, the bid was unsuccessful. However, it does mean that, with the receipt of the final reports from the first and second round successful applicant projects, applications to the EAZA Madagascar Campaign Fund will re-open in June 2010.

Full information on how to apply to the fund will be posted on the EAZA website so please check the site regularly for that.