

Partnering for Pachyderms

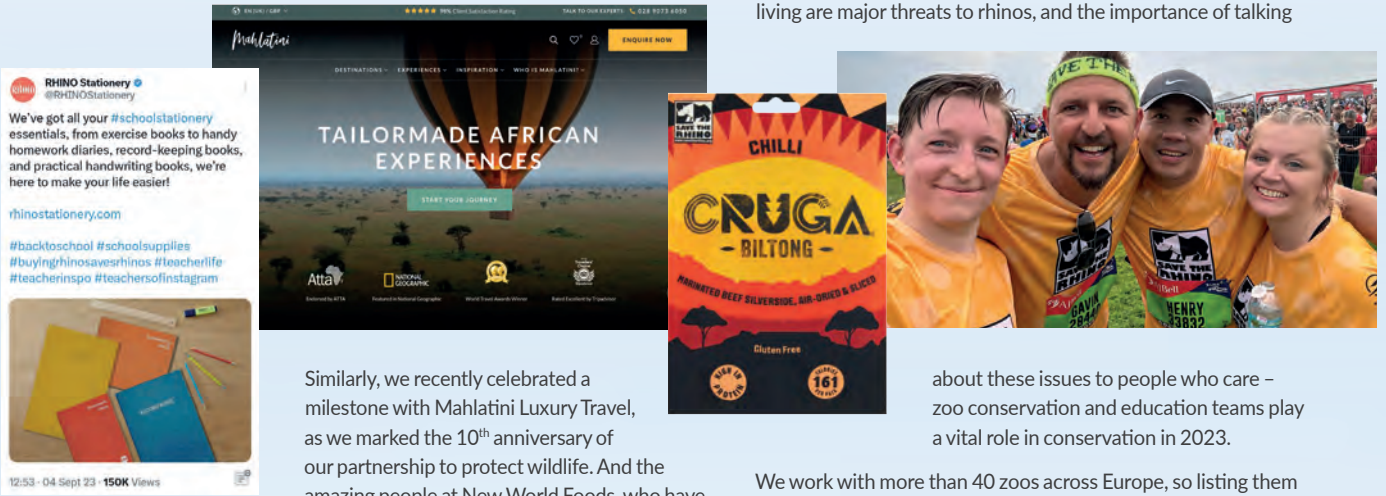
We often talk about the myriad amazing things that people do to raise awareness and funds in support of rhino conservation. And we spend much time writing funding proposals and project reports for the governments, trusts and foundations that also generously fund our conservation work.

Jon Taylor | Managing Director Darion Moore | Partnerships Manager (both of Save the Rhino International)

But there is another group of wonderful supporters who work with us, as teams and organisations, to provide vital protection for wild rhinos and their habitats – our corporate and zoo partners. These days, there is a welcome move for private companies to prioritise good corporate citizenship, and to align their environmental, social and corporate governance (ESG) objectives to the UN's Sustainable Development Goals. But some of our partners in the private sector have been ahead of the curve for many years. Our good friends at Rhino Stationery have been working with us since 2006 – not only promoting the cause of rhino conservation on exercise books in UK schools (many people tell us they first heard of Save the Rhino through their schoolbooks), but also donating more than £118,000 for rhino conservation!

'entertainment attractions' to become vital conservation organisations. Zoos accredited to the British and Irish and/or European zoo associations operate to the highest standards of animal welfare and conservation practice, and we have been privileged to partner with some of them for many years.

Modern zoos contribute to conservation by running their own carefully managed breeding programmes, maintaining healthy captive populations that can be called upon to restock rhino habitats that have been historically poached. And they also raise funds for field conservation projects by holding special events, or by asking visitors for a voluntary 'Conservation Euro' to support wild populations. But, perhaps even more importantly, a big zoo might see more than a million visitors in one summer season; in a world where the climate crisis and unsustainable living are major threats to rhinos, and the importance of talking



Similarly, we recently celebrated a milestone with Mahlatini Luxury Travel, as we marked the 10th anniversary of our partnership to protect wildlife. And the amazing people at New World Foods, who have worked with us for nearly five years, have just celebrated raising £100,000 for rhinos through the sale of Cruga biltong (look for the Save the Rhino logo on packets in your local UK supermarket!)

about these issues to people who care – zoo conservation and education teams play a vital role in conservation in 2023.

The danger of an article like this is that we cannot mention everyone – there are so many brilliant organisations that care about more than profit. They include watchmakers, animal food manufacturers, and even underwear creators. Our friends at Rhino Precast have just completed the Great North run for rhinos this year! These organisations are amazing, and they demonstrate that good business is about much more than the bottom line.

We work with more than 40 zoos across Europe, so listing them all isn't possible in this short article, but special mention must go to our friends at Wilhelma Zoo in Stuttgart, Germany, to Dublin Zoo in Ireland, and to Safaripark Beekse Bergen in the Netherlands. And, here in the UK, to the teams at Colchester Zoo and West Midland Safari Park, among many others.

But it is not only private-sector teams that have transformed over recent decades. Most zoos have shifted away from being

It seems that wherever we look, there are people who care about rhinos, wildlife and wild places. It is sometimes said that there is a tension between economics and environmental issues but, in our view, the only tension is between short-term and long-term thinking. It is a privilege to work with these organisations to ensure that our precious wildlife and natural resources are protected for the future.

