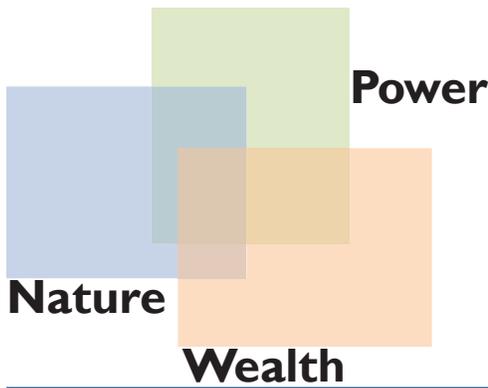




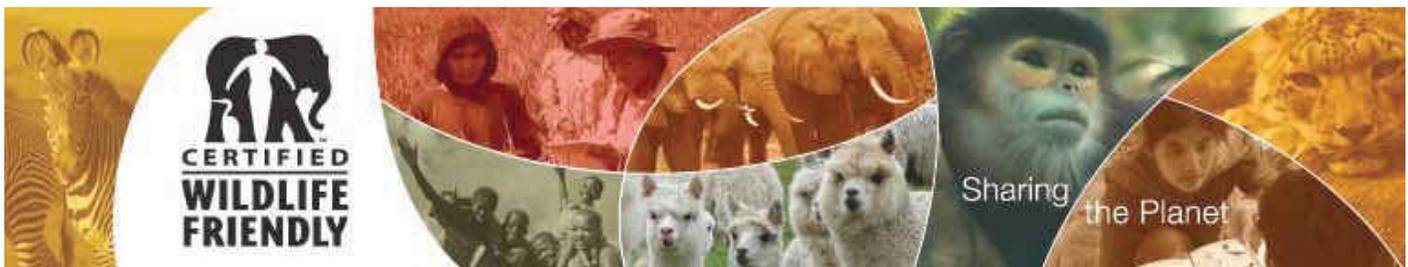
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*Promoting Transformations
by Linking Nature, Wealth and Power*

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Wildlife Works
www.wildlifeworks.com

Conservation Challenge

Wildlife Works' mission is to harness the power of the global consumer to create innovative and sustainable solutions for wildlife conservation – Consumer Powered Conservation

Certified Wildlife Friendly™ Products

Wildlife Works products include premium quality contemporary sportswear designs and fashions that are inspired by endangered species and their habitats. Made from organic cotton, hemp and other environmentally friendly fabrics, products can be found in over 200 top boutiques, high-end retailers, and on the Wildlife Works website. Production takes place at an eco-factory in rural Kenya where jobs are created and where community members commit to wildlife conservation.

Wildlife Works was founded in San Francisco in 1997 and is the world's first business designed around a consumer brand that stands for wildlife conservation. Proceeds from product sales go to saving endangered and threatened wildlife around the globe. The company focuses on protecting wilderness habitats and providing social and economic benefits for those people who share their land and resources with wildlife.

The greater Tsavo ecosystem, a semi-arid area of dryland forest interspersed with savannah grasslands spreads north to the Tana River and south into Tanzania. This ecosystem includes Tsavo East and Tsavo West National Parks – the largest protected lands in Kenya, and a corridor of land between the two parks known as the Tsavo Kasigau Corridor. The Tsavo ecosystem has incredible diversity of large mammals and birds. Prior to the project rampant poaching in the corridor was threatening wildlife in both sections of Tsavo National Park. Wildlife Works purchased and created the Rukinga Wildlife Sanctuary within the corridor to address wildlife poaching. Rukinga provides an area of relative safety to all wildlife that move between the two National Parks. The sanctuary is particularly important to a large, resident population of African elephants (*Loxodonta africana*) estimated around 300. As many as 1,500



**Wildlife Friendly Enterprise Network:
Wildlife Works**

elephants use the corridor either as a dispersal and feeding area or to move seasonally between the two National Parks.



Since the project began over ten years ago, Wildlife Works has focused on how to stop the illegal killing of wildlife in the Tsavo Kasigau Corridor by bushmeat poachers, and to protect wildlife habitat. At first there were very few large mammals left and rangers used to say that there was nothing larger than a dik dik present on the land. After a year of protecting the habitat, the wildlife began to return, beginning with the elephants as they cleared out the thick shrubs that had grown in their absence. Other species followed, first the ungulates and then the predators. After just a few seasons there is now a very balanced eco-system, with 47 large mammal species, including four endangered species, African elephant, Grevy's zebra (the southernmost range of the species), cheetah and African hunting dog.

Context and Business Model

Wildlife Works started in Kenya where it created the 80,000-acre Rukinga Wildlife Sanctuary and built an "Eco-factory" next to the sanctuary, where members of the local community are employed to create the products sold by Wildlife Works. The factory jobs create an incentive for the community to protect wildlife. The eco-factory jobs have radically altered the way local communities view wildlife. Before Wildlife Works, they saw wildlife as either food or money, and were poaching, clear-cutting their habitat. With Wildlife Works, people earn enough to feed their families and send their children to school without killing wild animals and understand that the eco-factory jobs depend on community efforts to protect wildlife. The wildlife has become an asset to them, worth much more alive than dead. The poaching has stopped and the animals are returning.

The Wildlife Works business model is unique. Consumer Powered Conservation gives buyers the power to protect wildlife and their dwindling habitats by purchasing high-quality fashion products. Through its sales, Wildlife Works can: a) fund, own and operate wilderness sanctuaries in wildlife-rich areas of the developing world; b) put large tracts of

private land under conservation protection in partnership with local landowners and communities; and c) develop a sustainable economic base for wildlife survival by creating jobs and building schools in the communities that share their resources with wildlife. The model is dependent on convincing the communities that live with wildlife that it is in their best interest to protect them. Towards that end Wildlife Works monitors the status of wildlife in the habitat adjacent to program activities, to make sure that the work with the community leads to a decrease in poaching, clear cutting and other unsustainable activities. Although a for-profit business, the conservation goals run through the organization and all employees are dedicated to finding solutions to wildlife problems. Basically, it is a business with a philanthropic mission – a hybrid between for profit and non-profit.

Impact and Monitoring

Wildlife Works has worked to ensure that the local communities benefit from the conservation of natural resources. The measures of success within the community are both socio-economic, e.g., number of jobs created and income generated, dollars invested in the community, and socio-economic improvement within the communities; and conservation minded, e.g., presence or absence of poaching, presence or absence of land pressure on the boundaries of Rukinga, populations of key species, etc. Numerous independent groups over the years have evaluated the model, and regular surveys track wildlife status and community socio-economic conditions. By all measures, Wildlife Works has had a significant net positive impact on the community and wildlife in the Tsavo Kasigau Corridor. In total, Wildlife Works today provides 56 jobs to the local community, with 100% health insurance coverage for its employees and their families, and wages many times the average annual income in Kenya.



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