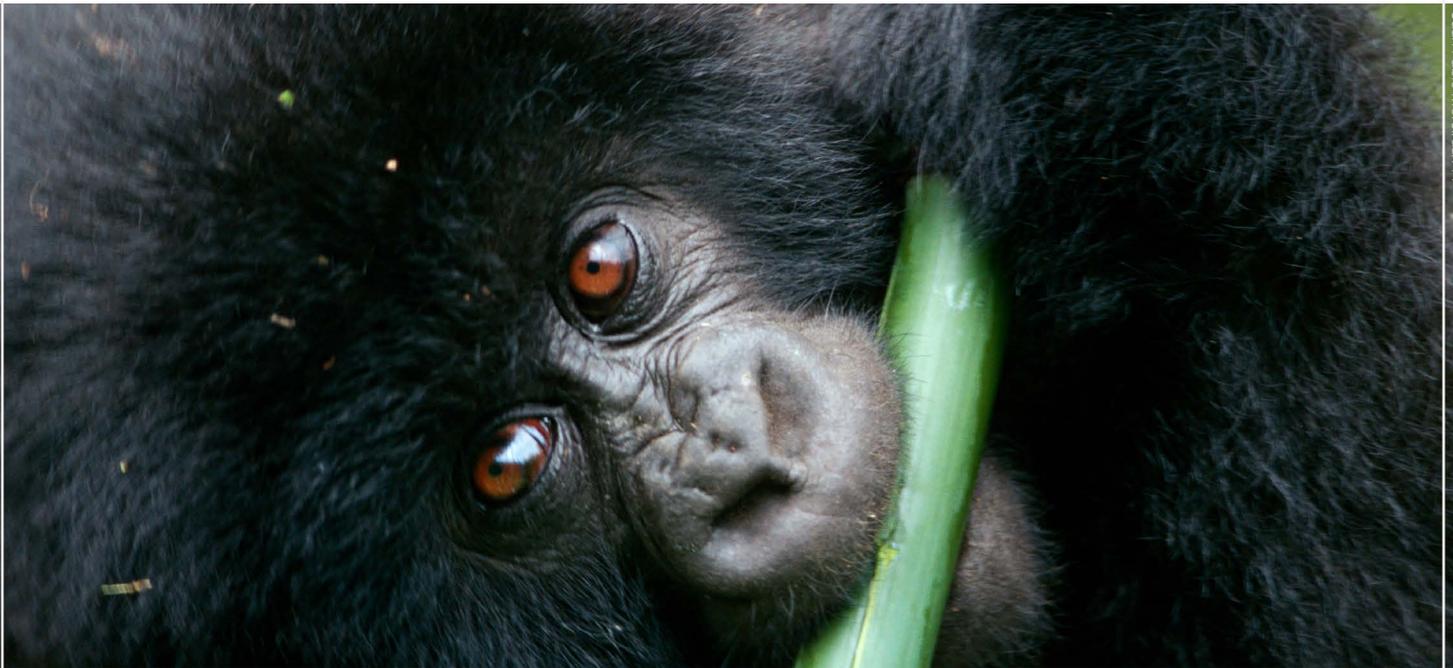




# People's Postcode Lottery Impact Report 2018



Juan Pablo Morales/FFI

## EXECUTIVE SUMMARY

If we are to address the shocking decline in our planet's biodiversity, we need to work together as a global community. A vital element of Fauna & Flora International's (FFI) work, therefore, is to raise awareness of the threats to our natural world and encourage a diverse range of people to join our cause. In 2018, for the second year, players of People's Postcode Lottery (PPL) helped us to tackle the threats to our natural world and find creative new ways to engage with like-minded people who share our concern for the future of Earth's remarkable animal and plant species.

Continuing our partnership with our 2018 Special Award, we benefitted from donations from players of People's Postcode Lottery via a boost to our operational efficiency and improving our ability to engage with people around the world on some of the key environmental issues that our planet faces. We also took a new stride in this partnership with an additional focus on one of our flagship species projects: the International Gorilla Conservation Programme (IGCP).

We have not only rolled out our new brand from our PPL-funded website to all other media, but capitalised on our partnership with both IGCP and PPL, raising significant awareness of our work to protect important species via an exciting collaboration with Hugh Fearnley-Whittingstall, who said during his trip to Rwanda to see the work of IGCP:

*"I've been absolutely blown away by the experience, not just seeing these wonderful animals, but also finding out about the fantastic conservation work that has really reversed the fortunes of these beautiful great apes."*

The support from players of People's Postcode Lottery is enabling amazing work such as this to happen, playing a significant role in helping to protect these – and many other – beautiful animals in the wild and sharing these stories online.

# A SNAPSHOT OF 2018

Tanya Cox/FFI



## JANUARY: Leading the way with microplastics

The year began with the UK microbeads ban coming into effect. This was a huge victory for everyone who fought long and hard to stop these plastics reaching our seas, including FFI's team. The new law was supported by both Houses of Parliament and has banned the use of all solid microplastic ingredients in rinse-off cosmetic products. The legislation prohibits the manufacture of products containing such ingredients from 9 January, and the sale of these products was banned from 20 June.

Juan Pablo Moreira/FFI



## NOVEMBER: Mountain gorillas off the critical list

In November, following mountain gorilla population surveys that showed an increase in numbers, mountain gorillas were officially down-listed on the IUCN Red List from Critically Endangered to Endangered. While we must remain vigilant in our work to protect these great apes, this news shows what dedicated conservation action can achieve. Matt Walpole, Senior Director, Conservation Programmes, said: "The increase in mountain gorilla numbers is the result of day in, day out hard work by dedicated conservationists. Mountain gorillas remain threatened with extinction... we have to make sure we build on these achievements and not allow this success to become an excuse for weakening protections."

Tamar Edithashvili/FFI



## AUGUST: Surveys catch glimpse of hope for sturgeon

August brought the exciting discovery of a Critically Endangered sturgeon in the Rioni River in Georgia. Once widespread throughout all of Europe's major rivers, sturgeon have been fished to the brink of extinction for their meat and caviar, but the Rioni harbours one of the last three breeding populations in the entire continent. Conservation action is urgently needed to reverse their decline and finding this tiny, juvenile sturgeon – the aquatic equivalent of finding a needle in a haystack – is therefore a significant breakthrough. FFI's efforts to ensure that Georgia's sturgeons do not slip through the conservation net are still at an early stage, but this evidence of breeding success in the Rioni is an encouraging sign.

JABRUSON/FFI



## DECEMBER: Calling for the best possible ivory ban

To end the year on a positive note, in December UK Parliament passed new legislation banning the sale of virtually all ivory products, regardless of age. The ban, which FFI called for, is one of the toughest in the world. We welcomed this measure because the legal supply of ivory is fuelling demand and providing cover for illegal ivory trade, and many conservation organisations have long argued for the closure of domestic markets. FFI works to tackle elephant poaching in countries including Mozambique and Liberia, and is therefore acutely aware that there is still much work to do to stop poaching and protect elephants.

# THE INTERNATIONAL GORILLA CONSERVATION PROGRAMME

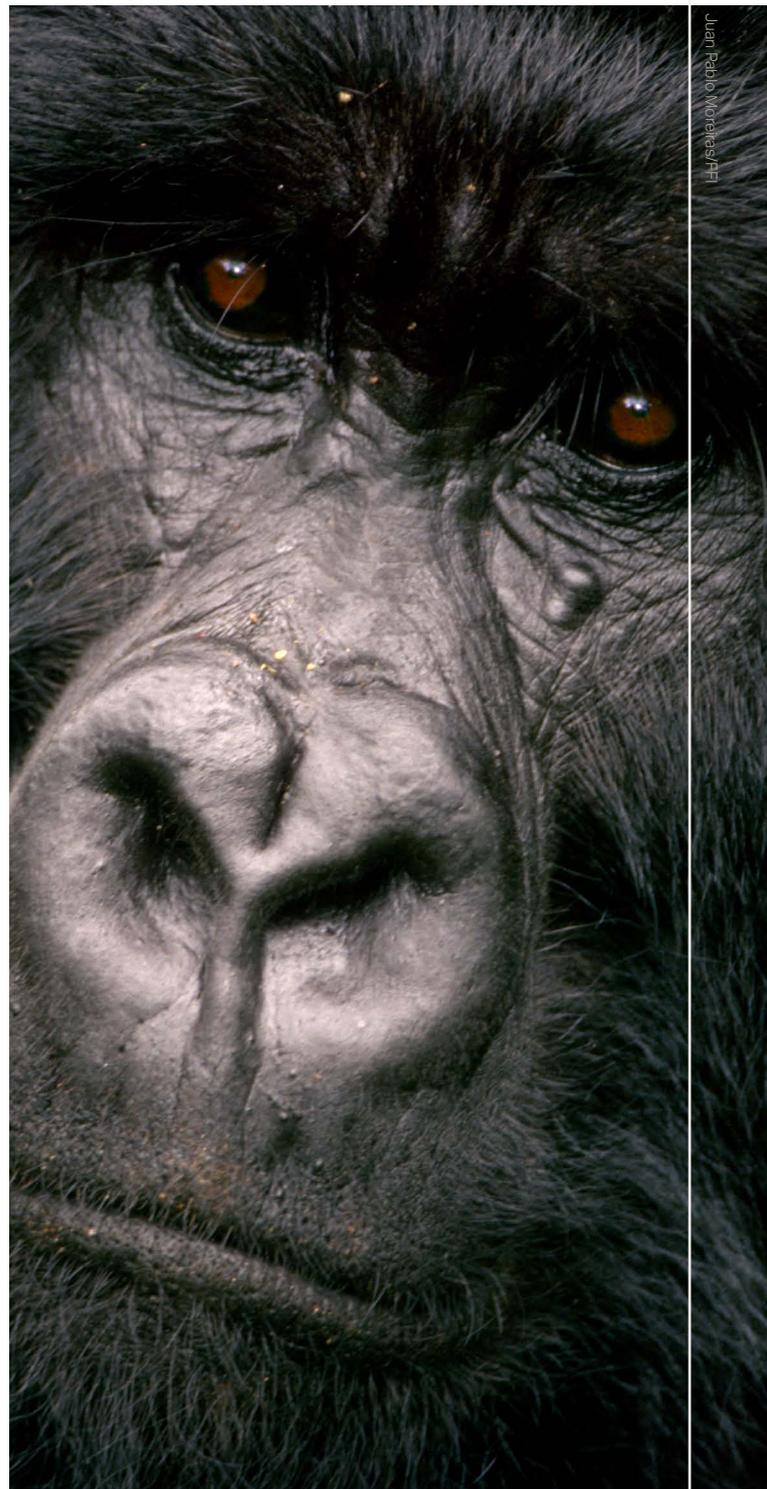
It was a particularly busy and successful year for IGCP, with surveys taking place, population census results being released, and the positive news of the down-listing of mountain gorilla on the Red List – thanks to the unerring effort of the teams on the ground, and support from generous donors including People’s Postcode Lottery.

In addition, we were delighted our Vice President, Hugh Fearnley-Whittingstall was able to attend the naming ceremony, Kwita Izina, learn about the project first-hand and thank players of People’s Postcode Lottery for their support of this incredible work.

During March-June the first sweep of the census of the mountain gorilla population in Bwindi Impenetrable Forest (Uganda) and – for the first time – the contiguous Sarambwe Nature Reserve in the Democratic Republic of Congo (DRC), began. The survey effort involved multiple teams of dedicated rangers collecting biological samples from gorilla nests and destroying dangerous snares. The second sweep took place October-December with a “train-the-trainer” session and refresher training for the field teams. During both sweeps, teams collected enough data from which a robust estimate of the gorilla population in this area will be calculated. A closing ceremony to celebrate wonderful efforts of the census participants is being planned for early 2019.

The results of the census of the mountain gorilla population across the Virunga Massif (Virunga NP in DRC, Volcanoes NP in Rwanda and Mgahinga NP in Uganda) completed in 2016 were released on 31 May. The updated population is estimated at minimum of 604, which demonstrates an increase from the estimate in 2010. When combined with the published results from 2011 for the Bwindi population, the total population for mountain gorilla is now estimated at 1,004 individuals – an incredible conservation achievement from just a few hundred in the 1970s.

Kwita Izina returned in 2018 with 23 new baby gorillas born from September 2017 to September 2018 named at a colourful ceremony in Rwanda. Hugh Fearnley-Whittingstall was one privileged enough to name one baby gorilla from Hirwa family, Amatungo.



Juan Pablo Moreiras/AFI

## COMMUNICATIONS

Support from players of People's Postcode Lottery has also helped us continue to boost our press, fundraising and communications activities this year – including rolling out FFI's new brand visuals (created for the new website launched with support from PPL in 2017) across all our designed platforms.

Our new CRM database has now been live for a year and we are making good progress in refining the system to cope with the needs and complexity of our fundraising portfolio, including in the USA. The system is providing an improved user experience, richer reporting, and a far greater level of data protection compliance following the introduction of GDPR in May. With its integration with our new website we are developing a better all-round experience for our audiences and donors – existing and potential – ensuring everyone who engages with our work, at any level, can enjoy a professional experience.

### SINCE OUR NEW WEBSITE LAUNCHED...



The launch of our new website in 2017 is yielding great results in terms of user engagement (see examples above) and has been positively received by audiences across the board, from FFI staff to members and major donors. We are now working to apply the website's fresh new design across all of our digital and print media, and have created a 'Little Brand Book' to help staff around the world create materials that are professional, credible and engaging.

## OUR ACHIEVEMENTS



**9,897,896 ha**

We conserved almost 9.9 million hectares of crucial wildlife habitat (that's nearly half the size of Great Britain)



**294**

Organisations we've helped to develop their skills, knowledge and resources



We protected habitat at

**226 sites**

in

**46 countries**

### Landscapes worked in include



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