



Envision a world where wildlife & businesses not only coexist but thrive...

... where every certified product bridges the domestic & the wild, empowering consumers, communities & companies to be Catalysts for change & conservation heroes.

This is the world of Certified Wildlife Friendly®















People * Planet * Profit





Wildlife Friendly® Mind Map

keystone wildlife



supply



270,000+ livelihoods



best practices



value chains

13+ million hectares diverse landscapes



demand









PUMA

CHEETAH

BC BOBCAT

SNOW LEOPARD

RP RED PANDA

HY HIMALAYAN YAK

HMD HIMALAYAN MUSK DEER

COTTON TOP TAMARIN

ELEPHANT

BB BLACK BEAR

LEMUR

GI GIANT IBIS

MONITOR LIZARD

RHINOCEROS

🖳 LEOPARD

СОУОТЕ

ANDEAN CAT

AB ANDEAN BEAR

GUANACO

PPA PAUJIL DE PICO AZUL

E EAGLE

WOLF

LION

RHEA

GB GRIZZLY BEAR





























Range of Certified Products & Services



Specialty Food



Personal Care



Textiles, Fiber, Paper



Sustainable Fashion



Bio-Fuel



Eco-Tourism



The People behind the Products





















http://www.wildlifefriendly.org/sea-turtle-friendly



Thank you
Karen and
WIDECAST!



Linking Tourism and Conservation

WILDLIFE FRIENDLY ENTERPRISE NETWORK.

The Need:

Based on an analysis of 208 case studies on wildlife-based tourism:

- The majority of reported effects of tourism on wildlife are negative
- Impacts vary by species and activity
- Marine species including whale sharks, indo-pacific bottlenose dolphins, and southern stingrays are some of the most negatively impacted
- Sea turtles have the potential to be positively affected by tourism
- Visitor guidelines, monitoring, small groups, limits on viewing, visitor education, tour operator training, and other actions can mitigate negative impacts

The Solution:







Wildlife Friendly™ Tourism:

"travel that:

- 1. maximizes opportunities for travelers, communities, and businesses to not only engage tourists as partners in conservation
 - 2. but to advance the on-the-ground conservation of Key Species
- 3. while minimizing negative impacts of tourists and tourism infrastructure on wildlife."

Sea Turtle Friendly™:

- Engages tourists, communities & the hospitality sector as Sea Turtle stewards
- Economic incentives for the adoption of expert recommended best practices through Sea Turtle Friendly™ standards for tourism and products
- Habitat
- Lighting
- Encounters
- Monitoring
- Community involvement
- Reduces tourism impacts and creates new conservation opportunities
- Empowers tourists to select hotel and excursion options with the confidence that they are truly supporting conservation efforts



DID YOU KNOW?

Baby Sea Turtles can become disoriented by lights from the shore.

Instead of moving towards the safety of the ocean they crawl towards artificial lights exposing them to many hazards that might keep them from making it to adulthood.

During nesting season, please turn down your room lights and close the curtains after dusk.

By helping to keep the beach dark, you are protecting Sea Turtles for generations to come.



THANK YOU FOR CHOOSING A



This resort is proudly partnering with the Wildlife Friendly Enterprise
Network and the world's Sea Turtle experts to adopt best practices for the conservation of these species.

Sea Turtle Friendly™ certification reduces tourism impacts and creates new conservation opportunities.



A PROJECT OF THE WILDLIFE FRIENDLY ENTERPRISE NETWORK

www.wildlifefriendly.org













THANK YOU FOR CHOOSING A SEA TURTLE FRIENDLY™ RESORT!

has been selected to assist in piloting Sea Turtle Friendly™, the world's first global Sea Turtle tourism certification program. Already, is a hero for Sea Turtles and has committed to protecting Sea Turtle eggs and hatchlings by protecting critical habitat and reducing their environmental footprint. In choosing , you are helping to ensure that these ancient mariners are protected for generations to come.



On a starlit night under swaying palms a female Sea Turtle emerges from the ocean to lay her eggs. Her flippers sweep across the sandy shore as she searches for a safe nesting site. But her eggs and hatchlings

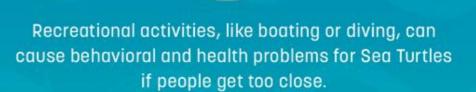
will face many threats to survival.

Turtle eggs may be eaten by predators or humans. Removal of beach vegetation can increase sand and nest temperatures, affecting sex ratios of turtles with more females being born than males.

Hatchlings may become confused, drawn to lights from beachfront resorts instead of towards the safety of the ocean.

They also may be stressed from being handled by people.

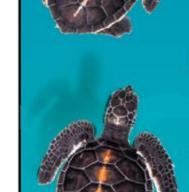
As adults, Sea Turtles face many other obstacles. Rising sea levels and our changing climate affect availability of food and nesting sites.



Sea Turtles may be killed by poachers for their shells, meat, skin, and oil. Fishing nets, pollution, and ingestion of plastics can result in Sea Turtle mortality.

Fortunately, there are a few simple steps that you can take to protect these magnificent creatures!

Please flip to the other side to learn more ...







5 WAYS YOU CAN HELP PROTECT SEA TURTLES

1. Turn down the lights.

The light from your room can confuse my hatchlings. Please keep the lights low and draw the curtains after dark.

2. Please give me some space.

I can get stressed out if you get too close. Please observe me from at least 5 m or 16 ft away while swimming, snorkeling, or diving and never feed or touch me.

3. Support my local human community!

By purchasing local and Sea Turtle Friendly™ products and using community-run businesses, you can help ensure that I'm cared for my by human neighbors.

4. Respect my home.

Please refrain from using plastic bags, balloons and straws, which can end up in the ocean and cause me harm. Use biodegradable sunscreen to protect the coral reefs I depend on. When diving, use buoyancy control to ensure that my habitat is not damaged.

5. If you SEA something, SAY something.

Turtle meat, eggs, or shell might be for sale in local markets. If you see them, or any other wildlife for sale, take a picture and upload it to the Wildlife Witness app. You can also report it to the Front Desk.

Sea Turtles are #TooRareToWear!



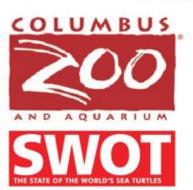
DID YOU KNOW?
SEA TURTLES ARE CALLED
"PAWIKANS"
HERE IN THE PHILIPPINES!



www.wildlifefriendly.org









2018 Update

Last Year We...

- Piloted draft standards at 2 resorts in the Philippines
- Completed the Sea Turtle Friendly™ standards (with Karen's help!) – will be adapted for national contexts
- Participated in the Conference on Sustainable Tourism in SIDS & others
- Contributed to the book "My Walk to the Water"
- Began defining a vision for "Sea Turtle Friendly™ Communities" – Philippines & South Carolina, US
- Received our 1st application for Sea
 Turtle Friendly™ products!
 COLUMBUS











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THE WATER

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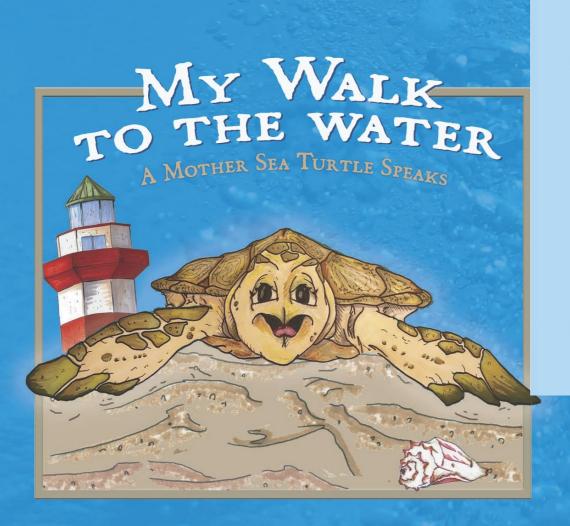




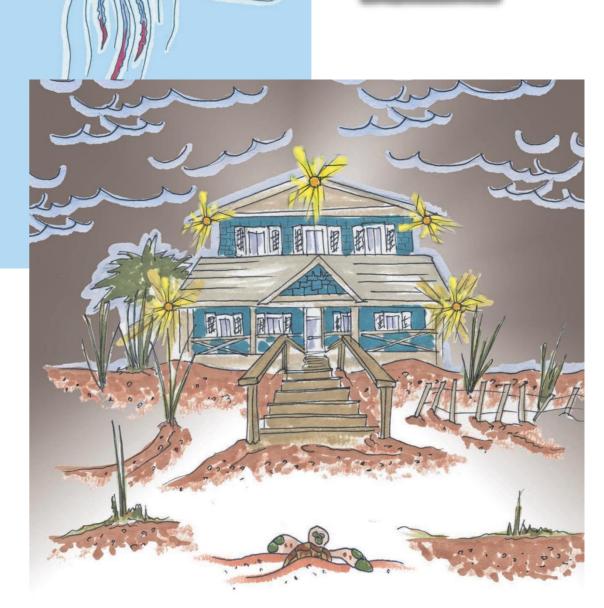
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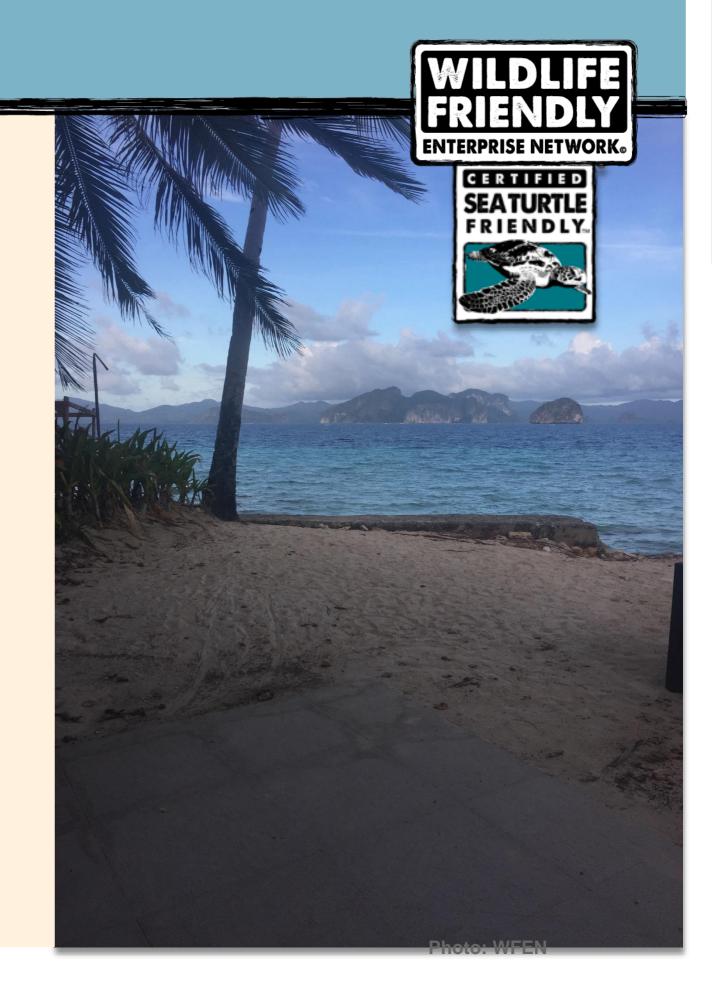
ELIZABETH BELENCHIA



2018 Update

This Year We...

- Hope to certify the 1st ever Sea
 Turtle Friendly[™] products & resort!
- Will be continuing discussions on "Sea Turtle Friendly™" communities and addressing issues in rental practices
- Will be hosting a workshop –
 "Water, People & Wildlife:
 Challenges and Opportunities for
 Ecotourism on Palawan" in the
 Philippines
- Will be looking for opportunities to partner with WIDECAST members



FAQs:



How do I apply?

How does the certification process work?

- The process varies
- Each site, species, and sector is different
- Different from other cert. programs -- adaptive to species, landscapes, local partners, legislation, & economic situations

How much does it cost?

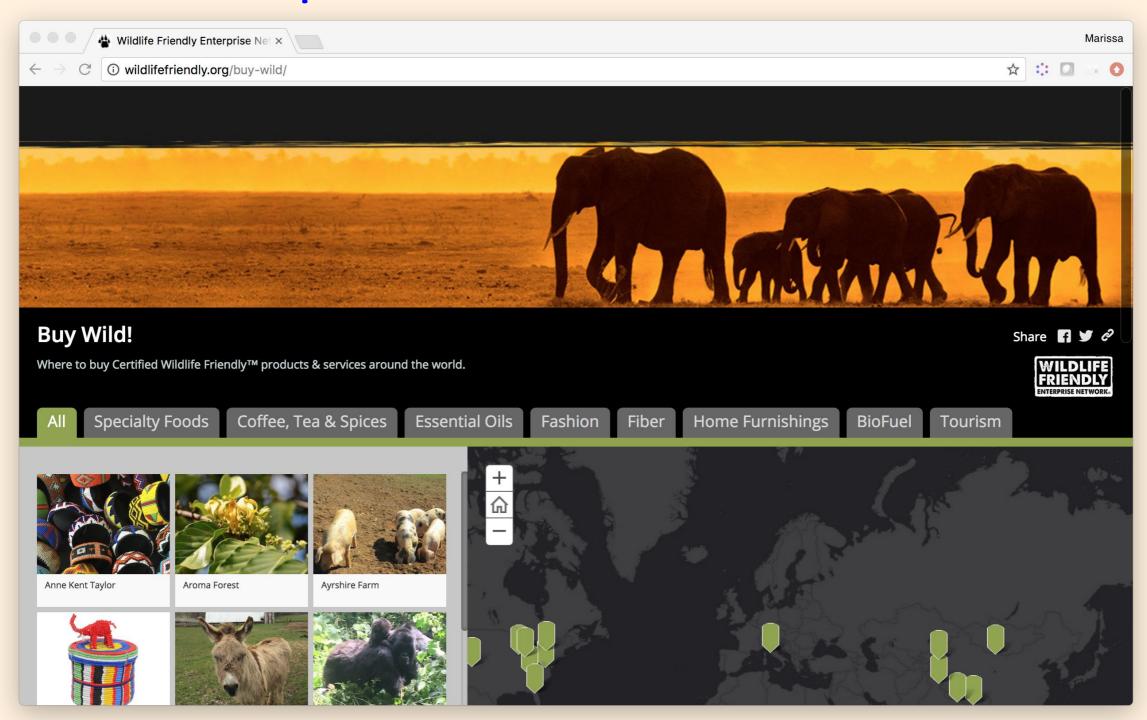
- \$ 250 application fee or grant a fee waiver to community-based applicants or small NGOs
- Sliding-scale fee structure which comes into play with larger resorts
- Support for audit costs

What are the benefits?

- Tying into larger global efforts, momentum, and branding
- Support from partnerships with universities, zoos, and companies
- Technical support in reaching new and dynamic markets
- Inclusion in media coverage and case studies
- Joint projects



http://wildlifefriendly.org/buy-wild/









Meet Assam's First Organic **Tea** Farmer Who Also Owns The World's ... The Better India - Aug 4, 2017

His family used to always grow paddy and vegetables, but by the time he came back, everyone was growing **tea** in Assam. When Tenzing visited several farms, he came to know that **tea** could be easily exported and many **tea** companies were buying **tea**, making marketing easier for the farmers. Tenzing too ...



Saving Elephants, One Cup of **Tea** at a Time

Sierra Magazine - Sep 11, 2017

The certification program, a joint effort of the Wildlife Friendly Enterprise Network and the University of Montana Broader Impacts Group, requires growers to meet a set of **elephant-friendly** practices. In turn, they receive a price premium for the sales of their **tea**—a percentage of which supports elephant conservation in the ...



A jumbo cup of Assam tea

The Hindu - Oct 21, 2017

The tea from Bodosa's farms was certified as 'Elephant Friendly Tea'. It is till date the only tea to have received this certification. The journey to the global stage was a long one for Bodosa and his tea. The village of South Kahibari in Udalguri district, where Bodosa lives, is a place that did not have electricity until three years ...



For Jumbos, With Love!

NorthEast Today - Feb 20, 2018

In June 2017, Bodosa's **tea**-estate was tagged as World's 1st **Elephant Friendly** Garden. In this mechanical world, there is a rarity of people who walks an extra mile to make the planet a better place to live in. Tenzing Bodosa is one such individual who, despite facing various hurdles, is trying his best to make the world a ...



Tea Farmer In India Leads Charge For Organic, Evades The Charge ... NPR - Feb 6, 2018

As you clutch a cuppa for a bit of winter warmth, spare a moment to consider the elaborate process that goes into producing that seemingly simple sip of tea. In the biggest tea-growing region in India, the hazards alone range from red spider mites to herds of wild elephants. Grower Tenzing Bodosa, a native ...



Wildlife Friendly

Published by Julie Stein [?] · February 6 · ❸

Our Elephant Friendly™ Tea partnership & team is in the news & on the road this week! Thank you to NPR for sharing the story of the world's first Elephant Friendly™ Tea farmer!! Read/Listen here: https://www.npr.org/.../tea-farmer-in-india-leads-charge-for-... and to the Team effort Elephant Friendly Tea Lisa Rachel Mills University of Montana Twin Trunks Tea Company Tenzing Bodosa Marina Richie



Tea Farmer In India Leads Charge For Organic, Evades The Charge Of Elephants

In the biggest tea-producing region of India, hazards range from red spider mites to wild elephants. One brave grower faces them head on, all while...

NPR.ORG











Coffee Beans Are Good for Birds, Fancy Brew or Not New York Times - Feb 16, 2018

Birds are not as picky about their coffee as people are. Although coffee snobs prefer arabica beans to robusta, a new study in India found that growing coffee does not interfere with biodiversity — no matter which bean the farmer chooses. In the Western Ghats region of India, a mountainous area parallel to ...



Karnataka: Why coffee is good for birds too

Bangalore Mirror - Feb 21, 2018

Karanth has also co-founded a coffee company, **Wild Kaapi**, which sources wildlife friendly Indian coffee. Charlotte Chang, who analysed the data while a graduate student at Princeton University and is now a postdoctoral researcher said, "An encouraging result of the study is that coffee production in the ...



How wildlife-friendly is your brew?

The Hindu - Jun 2, 2017

And now, thanks to the efforts of **Wild Kaapi** — the world's first 'certified wildlife-friendly' coffee brand — you can ensure your morning brew comes from plantations that foster fauna on their lands. Started by wildlife conservationist, Krithi K Karanth — who has has been working in the Western Ghats, ...



A Coffee That Benefits the Consumer, Producer, and Animals - Find ...

The Better India - Sep 26, 2017

The idea behind setting up **Wild Kaapi** was to find a way to keep them wildlife friendly, reduce deforestation, minimize the usage of chemical inputs, implement good labour practices and at the same incentivize the process for the farmers. by Guest Contributor September 26, 2017, 6:47 pm.



Coffee entrepreneurs brew novel plans to convert tea lovers

Business Line - Feb 6, 2018

Shreedev Hulikere, who owns 250 acres of coffee estates in Chikmagalur, sells his single origin estate brand of speciality Arabica coffee, Hulikere on **Wild Kaapi**, the world's first certified wildlife-friendly coffee brand. His estates are frequented by elephants, tigers, gaur, civets, leopards, porcupine, frogs, ...









CATEGORIES

ABOUT US

CONTRIBUT

SERVICES



Would You Buy a Plastic Suit From Stella McCartney? New York Times - Jun 8, 2017

Her company has teamed up with sustainability-focused organizations over the years, including the Natural Resources Defense Council and the Wildlife Friendly Enterprise Network, and has used fabrics that have a low impact on the environment, like cashmere that is made from post-factory waste and ...

Conserving Wildlife One Sweater At A Time

By Dana Kobilinsky

Guanacos in Península Valdés, Photo credit: Ricardo Baldi,



Billion Dollar Buyer: Pasturebird Chicken Farm Accepts \$240,000 Offer from Tilman Fertitta



93 SHARES

▲ Interesting 1 ▼ Not Interesti



Pasturebird farm, where the chickens help the tox

The San Diego Union-Tribune - Nov 17, 2017

The Wildlife Friendly Enterprise Network is an international organization that certifies businesses that help conserve wildlife while creating economic opportunities in their communities. Their product also attracted high-profile clients, including the Los Angeles Lakers and Dodgers, Wolfgang Puck ...







Partnership for nature and people

WHO WE ARE

WHAT WE DO

8 Jan 2018







IBIS Rice: the bird-friendly rice scheme boosting livelihoods in Cambodia

On 27 December, BirdLife Cambodia hosted a Farmer's Day at Khet Svay village in Siem Pang, to celebrate the area's first harvest of IBIS Rice. This award-winning project is helping to conserve Cambodia's national bird, the Giant Ibis, and its crucial wildlife sanctuary home.





110. Wildlife Friendly Enterprise Network (WFEN)

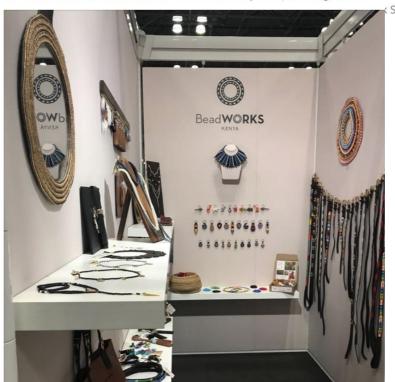
WFEN is a global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities. WFEN's mission is to protect wildlife in wild places by certifying enterprises which assure people and nature coexist and thrive.

Food Tank's 118 organizations to watch in 2018



So impressed with our #NYNOW team - what an amazing booth! Artisan Resource, Booth #3679, Level 3, Javits Center, NYC

NY NOW #Artisans #ForTheWild Wildlife Friendly #EmpoweringWomen



QUEEN OF RAW

CREATE

CONTACT

Saves Lives

LUXURY BEADWORK SAVES LIVES

Posted On: Friday, February 10, 2017 2:45:39 PM America/New_York by xoxo The Queen





SHOP

NEW LIVING AVEDA HOW-TO

OUR STORY BEAUTY WELLNESS **ENVIRONMENT**











Let's Collaborate!

Would you like to see Sea Turtle Friendly™ certified enterprises in your region? We want to help!

- ✓ Develop a model for LAC:
 - Be cost-effective for auditing
 - Consistent framework yet adapt to local needs
 - Build brand recognition
- √ We welcome joint proposals for funding!
- √ We would like to pilot certification of:
 - Products
 - Resorts / Hotels
 - Community-based tourism groups
 - Tour operators / excursions
 - Home Owners Associations
 - Communities

Some things are in the works already and we will let you know when we have news! Karen will share.

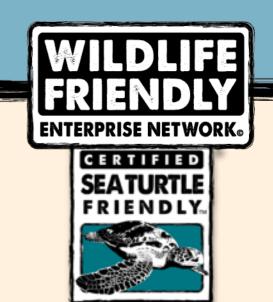
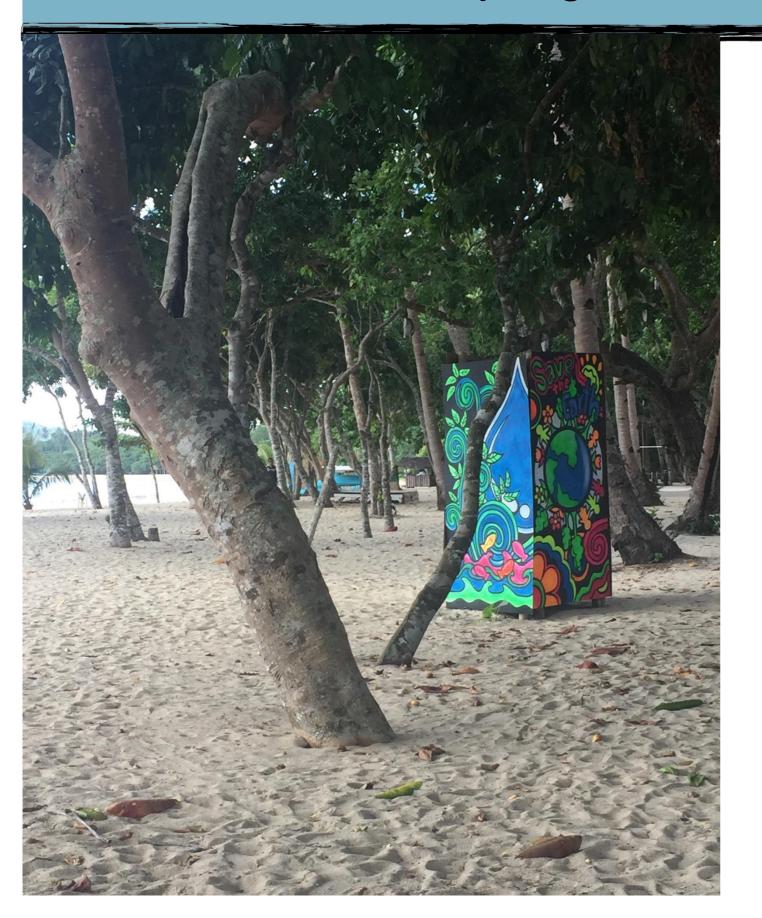
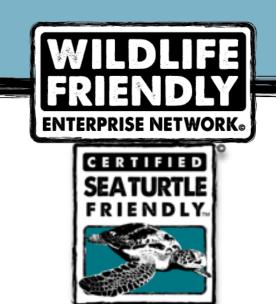




Photo: Rob Currer

www.wildlifefriendly.org





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