

# EAZA Ape Campaign

## 2011



### EAZA Conservation Campaigns

Over the last ten years Europe's leading zoos and aquariums have worked together in addressing a variety of issues affecting a range of species and habitats. EAZA's annual conservation campaigns have raised funds and promoted awareness amongst millions of zoo visitors each year, as well as providing the impetus for key regulatory change.

#### INTRODUCTION

The EAZA Ape Campaign was launched in September 2010 with the overarching aim of making a significant and lasting contribution to the continued survival of apes and their habitats

Apes (the six species of great ape and 16 species of gibbons) are under threat from hunting, deforestation and disease. Without our support these beautiful and iconic animals will become extinct. All the apes are threatened and almost all are classed as either Endangered or Critically Endangered. For some species really urgent action is needed. The Hainan gibbon, for instance, is right on the brink of extinction with fewer than 20 surviving, while there are fewer than 400 Cross River gorillas left in the wild.

The EAZA Ape Campaign focuses attention on the apes, the issues they face and the urgency with which we must act. Through the support of the EAZA membership and the campaign partners the EAZA Ape Campaign works to improve their survival and leave a lasting legacy for ape conservation.



#### CAMPAIGN AIMS

We need to ensure the apes survive and thrive not simply because they are iconic and we have a moral obligation to do so. Tropical forest ecosystems are essential to humans and apes play a vital role as keystone species in the ecosystems they inhabit. They help maintain the forest structure and are important seed dispersers for many plant species. Their conservation is not an easy task, but we do know that real strides can be made through focused attention applied to habitats and species. This campaign has four objectives:

- To increase habitat protection and reduce habitat loss
- To reduce hunting and trade of apes, both live and dead
- To change consumer behavior to reduce pressure on apes and their habitats
- To raise €1 million to establish a lasting fund providing ongoing financial support to ape conservation



Bonobo – Photo: Renaud Falconis (Awely)

The campaign covers all ape species; great apes and gibbons.

The EAZA Ape Campaign aims to raise €1 million to establish an EAZA Ape Conservation Fund, enabling us to provide ongoing financial support to a range of projects. This is an ambitious target –but if 300 institutions or individuals can each raise €3,333 then we will reach that target.

On the Ape Campaign website you can find a (protected) resources section where various materials, including photographs, illustrations, fact sheets and other educational resources, can be downloaded. Campaign participants can use these materials for designing fundraising and awareness raising activities in zoos and/or schools.

## | PROJECTS SUPPORTED |

As examples of the kind of conservation work that will be supported by the EAZA Ape Campaign, four projects were pre-selected prior to the launch of the campaign (see below). When the campaign closes the EAZA Ape Conservation Fund will be established. Based on the final amount of money available several application rounds for ape related conservation projects will open up. More information on the Ape Conservation Fund and application procedure will follow in October 2011.

Project	Country	Species covered
Awely's Green Caps of the DRC	DRC	Bonobo
Kinabatangan Orangutan Conservation Programme (KOCP)	Borneo	Orangutan
Dja Biosphere Reserve (supporting local community integration into great ape and ecosystem protection)	Cameroon	Chimpanzee and gorilla
FFI Cao Vit Gibbon Conservation Project	China/Vietnam	Cao Vit gibbon

## | WHERE ARE WE NOW? |

As of June 2011 a total of **€422,915** has been pledged by the EAZA Ape Campaign participants. Fundraising activities will continue at participating institutions throughout the summer season.

## | LINKS |

[www.eaza.net](http://www.eaza.net) – the website of EAZA, the European Association of Zoos and Aquaria.

[www.apecampaign.org](http://www.apecampaign.org) – the official website of the EAZA Ape Campaign. Here you can find the latest updates on the campaign.

<http://www.hutan.org.my/Orangutans.html> –Website KOCP

[www.awely.org](http://www.awely.org) – Website Awely

[http://webh01.ua.ac.be/crc/pgs/PGS\\_home.html](http://webh01.ua.ac.be/crc/pgs/PGS_home.html) – Website Project Grands Singes (Dja Biosphere Reserve)

<http://www.fauna-flora.org/species/cao-vit-gibbon> – Website FFI Cao Vit Gibbon Conservation Project



**Infant chimpanzee on sale in Gabon** - Photo: Ian Redmond