

# EAZA Madagascar Campaign

## 2006-2007



### 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

As a result of its special geological history Madagascar developed spectacular flora and fauna, including thousands of species unique to this great island. It's no wonder that Madagascar is seen as one of the most important biodiversity hotspots on earth. Many of Madagascar's diverse ecosystems, however, are in great danger because of human activities. Forest habitats are dwindling, which is the major problem for the 90% of Madagascar's fauna that rely on them. A significant number of terrestrial species on the island are listed on the IUCN Red List as Critically Endangered, Endangered or Vulnerable. Much of this island's unique flora and fauna will disappear soon unless measures are taken to protect them.



To address these issues EAZA launched its sixth conservation campaign, the EAZA Madagascar Campaign, "Arovako i Madagasikara" (Conserve Madagascar), in October 2006.

#### CAMPAIGN AIMS

The Madagascar Campaign was EAZA's first, and to date only, campaign focusing on the biodiversity of an entire country. Six campaign targets were defined as follows:

- To raise awareness of one of the world's most important reservoirs of natural history, using the unique fauna and flora found on Madagascar to promote the idea of biodiversity;
- To promote ecotourism to Madagascar;
- To raise funds for specific conservation projects;
- To highlight ways in which the public can make positive contributions towards conservation through their daily lives;
- To raise awareness for Malagasy endemic species amongst EAZA members and thereby influence future collection planning;
- To promote the concept of "twinning" between EAZA members and National Parks and protected reserves.



Fossa (Photo: Nick Garbutt)

#### CAMPAIGN ACHIEVEMENTS

The campaign was fortunate to have the support of the then President of the Republic of Madagascar, Marc Ravalomana, and to have the actor John Cleese as a patron. This boosted the campaign's profile, which in turn helped raise a significant amount of funds for crucial conservation projects.

The Madagascar Campaign officially ended in September 2007 at the EAZA Annual Conference in Warsaw. A preliminary fundraising amount of €450,635 had been donated by the 165 EAZA member institutions that took part, just short of the €500,000 target. Since that time funds have continued to come into the account and the total donated, as of October 2008 was €605,000.

When Madagascar was hit by severe cyclones in March and April 2007, EAZA approached its members with an emergency appeal. The €25,000 raised specifically through that appeal (a figure that has been included in the total funds raised) went directly towards the support of the Malagasy people, to provide them with food and shelter.



Catta lemur  
(Photo: Jaroslav Vogelntanz)

## PROJECTS SUPPORTED

To date more than €400,000 has been granted to the 20 designated projects as follows:

Institution	Project	Funds Granted
ANJA	Voluntary Protected Area (VPA) developed and managed by the Village association ANJA MIRAY (AMI)	€18,000
Antongil Conservation	Antongil Conservation	€20,000
Association Europeenne pour l'Etude et la Conservation des Lemuriens (AEECL)	Reinforcement of infrastructure in Sahamalaza to improve the living conditions of the local communities to enable them to sustainably manage their natural reserves	€20,000
Association pour le Sauvegarde de l'environnement (ASE)	Environmental Education and Community Training Centre for Sustainable Livelihoods and Biodiversity Conservation in Ankilibe	€19,800
Centre Ecologique de Libanona (CEL)	BACC+3 Diploma in Environmental Conservation and Management at the Libanona Ecology Centre'	€20,000
Centre ValBio	Biodiversity conservation around Ranomafana National Park	€20,000
Durrell Wildlife Conservation Trust	Conservation of endangered lemur species and biodiversity of Manombo lowland rainforest, south-east Madagascar	€19,944
Durrell Wildlife Conservation Trust	Developing capacity for community co-management of the new Lac Alaotra protected area	€19,908
Durrell Wildlife Conservation Trust	Participatory ecological monitoring competitions as direct incentives for threatened species conservation	€19,908
Gondwana Conservation and Research	A pilot study for the conservation of <i>Dyscophus antongili</i> and <i>D. guineti</i> , two tomato frogs from Eastern Madagascar	€16,350
Ialatsara Developpement Ecotourisme	Support for the restoration of natural forest in Ialatsara	€20,000
Madagascar Fauna Group	Betampona Forest Protection Programme	€15,610
Madagascar Fauna Group	Ivoloina Conservation Training Programme	€17,880
Madagascar Wildlife Conservation	Project Alaotra	€9,470
Missouri Botanical Gardens	Promoting ecotourism and environmental education at two priority areas for plant conservation	€11,290
University of Hamburg	Impacts of habitat characteristics and human forest utilisation on <i>Geochelone radiata</i> in southern Madagascar	€18,885
Vogelpark Walsrode, Allwetter Muenster, Zoo Landau, Zoo Duisburg	Conserving biodiversity in Bombetoka Bay and its mangrove islands with emphasis on the water-bird fauna and the Blue-eyed Ibis	€20,000
Wildlife Conservation Society	Freshwater Fish Conservation through Habitat Protection and Community Based Natural Resource Management in Nosy Be	€20,000
Wildlife Conservation Society	Radiated tortoise conservation and forest management through community empowerment in southern Madagascar	€20,000
Zoologische Staatssammlung München	Biodiversity inventory and conservation priorities of the limestone formation of the Montagne des Francais region	€14,600

## WHERE ARE WE NOW?

The projects that have already received funding from the Madagascar Campaign have all either been completed or are nearing completion. Final reports from these projects will be placed on the EAZA website in due course. As of June 2010 applications are being accepted for a new round of funding, with a deadline of September 1<sup>st</sup>. Prospective applicants can find information on the EAZA website.

## LINKS

- [www.eaza.net](http://www.eaza.net) – EAZA website, with further campaign related information available.
- [www.iucnredlist.org](http://www.iucnredlist.org) – the website of the IUCN Red List of Threatened Species™