

EAZA Rainforest Campaign

2001-2002



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 Rainforest Campaign, the second EAZA conservation campaign, focused on one of the world's most threatened biodiversity hotspots: Brazil's Atlantic Forest (or *Mata Atlântica* in Portuguese). Habitat destruction is a serious and urgent problem for the many animal species living in the Atlantic Forest. For this campaign lion tamarins were used as the flagship species to show how deforestation, hunting and commerce can cause species to become endangered. EAZA collaborated with the Lion Tamarins of Brazil Fund (LTBF) to help ensure that the campaign would be effective in working to halt the population decline of endangered species in the Atlantic Forest.



Golden-headed lion tamarin (Photo: Rob Doolaard)

CAMPAIGN AIMS

When thinking of South American rainforests, the Amazon rainforest comes straight to mind, although other rainforests distinct from the Amazon are also under great pressure, not least the Atlantic Forest. At the time of the campaign launch only 7.5% of the Atlantic Forest's former range remained. Significant problems included habitat destruction and fragmentation, hunting and trade of wildlife, and collection of flora. The campaign identified three main goals:

- To raise awareness of conservation needs and conservation projects in the Atlantic Forest;
- To raise awareness of European breeding programmes (EEPs/ESBs) for endangered species from the Atlantic Forest; and
- To raise funds for the LTBF.

CAMPAIGN ACHIEVEMENTS

The Rainforest Campaign was supported by 97 EAZA member institutions from 20 different countries. During the active period of the campaign, from September 2001 to September 2002, a total of €250,000 was raised. The increased awareness brought about by the campaign has been instrumental in enabling a further €500,000 to be raised (as of January 2010) to support the campaign's partner, the LTBF.

The LTBF is an international fund that links *ex situ* and *in situ* projects. The aim of the fund is to link *ex situ* institutions that hold species from the Atlantic Forest, such as EAZA member zoos, with *in situ* projects. The conservation projects are supported through continuous annual contributions from the zoological institutions. EAZA's support for the LTBF was very welcome as the funds raised by the campaign exceeded the total amount collected by the fund over the ten years it had existed prior to the campaign.



Monitoring of tamarins in the Atlantic Forest

The Rainforest Campaign also received the full support of IBAMA, the Brazilian Institute for the Environment and Natural Renewable Resources, which implements national policies to conserve and restore environmental quality for present and future generations.

The campaign succeeded in raising awareness among EAZA members of conservation concerns in the Atlantic Forest to the extent that strong partnerships have since been formed between zoos and *in situ* conservation projects. This continuous funding is now the driving force behind the Lion Tamarin Conservation Action Plan, with EAZA having become a key player in planned conservation activities.

PROJECTS SUPPORTED

The projects below received grants from 2002-2009, mainly drawn from funds raised by the Rainforest Campaign.

Project (all based in Brazil)	Grant
Population Status of the Black-faced Lion Tamarin Conservation and Management (2002)	€4,200
Research related to conservation of golden-headed lion tamarins in and near Una Biological Reserve, Bahia (2002)	€4,200
Evaluating Population Viability and Genetic Diversity in wild Golden-headed Lion Tamarins using Geographic Information Systems (GIS) (2003)	€4,200
Black-faced Lion Tamarin Conservation Programme: Preliminary Studies on the Mainland Subpopulation focusing on Future Translocations (Grants of €4,200 in both 2004 and 2005)	€8,400
The black lion tamarin as an umbrella species in the conservation of the biodiversity of patches of the Atlantic Rain Forest of the São Paulo's inland area (Grants of €4,200 in both 2004 and 2005)	€8,400
Ecology and Behaviour of Golden-headed Lion Tamarin in a Mesophytic Forest in Southern Bahia (2005)	€4,200
Building a New Black Lion Tamarin Population: A Practical Metapopulation Management Model (2006)	€4,200
Effects of Forest Fragmentation and Disturbance on the Demography, Ecology and Behaviour of Golden-headed Lion Tamarins in the Una Biological Reserve, South-Bahia (2006)	€4,200
Survey and Genetic Analyses of specific Golden Lion Tamarin Populations (2006)	€17,000
Establishment of a Golden-headed Lion Tamarin (GHLT) Consortium focusing on field studies, monitoring, communication, conservation workshops, etc. (Grants of €17,000 in 2006 and 2007)	€34,000
Implementing action plans for two endangered species of Brazilian primates – black lion tamarin and black-faced lion tamarin –through a shared model (2006)	€34,000
Building a New Black Lion Tamarin Population: A Practical Metapopulation Management Model (2007)	€4,200
Black-faced Lion Tamarin Conservation Programme: Implementing the Conservation Action Plan through filling Data Gaps (Grants of €17,000 in 2007 and 2008)	€34,000
Bridging gaps: forest corridors for the metapopulation management of black lion tamarins (2007)	€17,000
Survey of a new population of black-faced lion tamarins to generate support for the integrated management of the Sebuí PNHP and Superagüi National Park as it relates to the management and conservation of the species. (2007)	€4,200
Emergency funding for GLT Conservation Programme to continue monitoring in Poço das Antas and União due to withdrawal of funding from other sources, thus avoiding irretrievable loss of continuity. (2007)	€17,000
Ecology, behaviour and conservation of black-faced lion tamarin in the Superagüi Island (2008)	€4,200
Monitoring of black lion tamarins population at the Black Lion Tamarin Ecological Station (2008)	€4,200
Forestry Corridors for the Golden Lion Tamarin: Paths of the Atlantic Forest, Rio de Janeiro (2008)	€4,200
Genetic Structure of Golden-headed Lion Tamarin Populations in Southern Bahia (2008)	€17,000
Implementation of selected Action Steps in AMLD's Metapopulation Management Plan for GLTs (2008)	€17,000
Annual donations for monitoring of golden, black and black-faced lion tamarins based on Adopt-a-Group schemes.	€13,000 p.a.

WHERE ARE WE NOW?

Since the closure of the Rainforest Campaign the LTBF has continued its conservation work with support from EAZA members. As of December 2009, 1,600 golden lion tamarins were living in the seven largest remaining forest fragments; 10,604 hectares are permanently protected; and 18,750 hectares are connected by planted corridors. In 2003 the IUCN downgraded the golden lion tamarin from Critically Endangered to Endangered, – a success based on conservation activities heavily supported by and promoted through the EAZA Rainforest Campaign and the LTBF.

LINKS

- www.eaza.net – website of EAZA, the European Association of Zoos and Aquaria.
- www.ltb.org – the website of the Lion Tamarins of Brazil Fund – EAZA's official partner for the Rainforest Campaign