

# EAZA Tiger Campaign

## 2002-2004



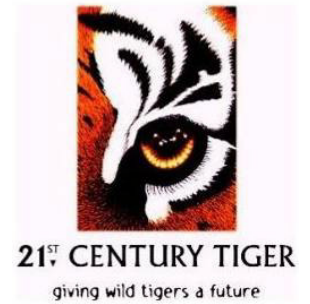
### EAZA Conservation Campaigns

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 Tiger campaign was EAZA's third campaign and the first to run for two years, from September 2002 until September 2004. It was launched to raise awareness for the conservation concerns facing tigers in the wild. About a century ago seven to eight subspecies of tiger still roamed the planet, but due to habitat loss, hunting and illegal wildlife trade three subspecies became extinct.

For this campaign EAZA collaborated with 21<sup>st</sup> Century Tiger, a wild tiger conservation partnership between the Zoological Society of London and Global Tiger Patrol, which raises funds for tiger conservation projects in the field.



#### CAMPAIGN AIMS

Data suggests that in 2008 there were about 3,800 to 5,180 tigers left in the wild<sup>1</sup>, and their populations are shrinking further due to increased human activity. Their habitats across Asia are confined, small and isolated. The EAZA Tiger Campaign aimed, therefore, to promote awareness of the threats tigers face in their natural habitats, while at the same time raising the profile of zoos as conservation organisations. Additionally it was aimed to raise funds to support wild tiger conservation projects.

The distribution of all funds raised would be managed by campaign partners 21<sup>st</sup> Century Tiger, supporting projects in Russia, Indonesia, India and Southeast Asia. The aims of 21<sup>st</sup> Century Tiger as an organisation are:

- to raise funds from government, the corporate sector, zoos and individuals, for projects which significantly contribute to the conservation of tigers in the wild;
- to raise the profile of tigers through developing public awareness and educational programmes;
- to work with the international conservation and scientific community; and
- to utilise the wide range of resources held by the partnership between Global Tiger Patrol and the Zoological Society of London.



Sumatran tiger cubs at Wilhelma Zoo, Stuttgart.  
Photo © Harald Loeffler. [www.eye-of-the-tiger.com](http://www.eye-of-the-tiger.com)

#### CAMPAIGN ACHIEVEMENTS

Initially the EAZA Tiger Campaign aimed to raise €250,000 for wild tiger conservation. In fact a final result of €750,000 was announced at the closing ceremony – this represented an increase in the global funding pool for tigers of about eight percent in each of the two years for which the campaign ran. This wonderful fundraising success was largely due to the efforts of the 130 zoos from 24 different countries who participated in the campaign, with parallel success in raising awareness of the threats to tigers in the wild.

## PROJECTS SUPPORTED

Eight 21<sup>st</sup> Century Tiger conservation projects were supported by the EAZA Tiger Campaign. The projects were spread over four countries. The projects included a range of activities to protect tigers in the wild such as measures to combat poaching, to research the trade in tiger skins and bones, to identify and establish new protected areas, to provide environmental education to local people, to train park rangers, and to support the authorities in implementing protection laws.

The projects that received support are listed below. The table shows expenditure during the years 2002-2004 on these projects. Remaining funds from the campaign were used to support core projects in subsequent years.

Project	Country	Grant (GBP)
Tiger Protection and Conservation Teams in Kerinci Seblat National Park, Sumatra	Indonesia	£63,461
From Data to Action: Curbing wildlife crimes in Sumatra	Indonesia	£49,506
Ranging Patterns of Tigers in Altered Landscapes	Indonesia	£50,757
Southeast Asia Wildlife Protection Training Centre	Thailand	£28,000
Protection and Outreach in Tiger Habitat	Russia	£44,387
Mediating Conflicts between Tigers and People: Direct Intervention and Better Understanding of Tiger-Prey Relations in Russia	Russia	£33,880
Fire-fighting in tiger range	Russia	£8,628
Tiger Habitat Consolidation Programme	India	£36,000

## WHERE ARE WE NOW?

Six years on from the close of the EAZA Tiger Campaign 21<sup>st</sup> Century Tiger continues to support some of the projects initiated and focuses on providing them with long-term continuity. They selected four agencies, two in Russia and two in Sumatra, as implementers of 21<sup>st</sup> Century Tiger priority or 'core' projects, which run alongside other projects they now support. Zoos around the world are asked to consider partnering with 21<sup>st</sup> Century Tiger as a way of ensuring that their own tiger conservation efforts are as effective as possible. (Follow the link below for more information.)

It had seemed, in the aftermath of the EAZA campaign that Amur tiger numbers in the Russian Far East had stabilised. This success was mainly due to the project partners in Russia. Unfortunately, only recently the numbers are decreasing again, due to increased habitat destruction, poaching and prey depletion and possibly disease.

In Sumatra there is strengthened protection and patrolling of the Kerinci-Seblat National Park forest and undercover operations to combat illegal trafficking of tigers and tiger parts have taken place. These actions have resulted in the prosecution of dozens of poachers.



Collaring an Amur tiger  
(Photo: Bart Schleyer/WCS)

## LINKS

- [www.eaza.net](http://www.eaza.net) – the website of EAZA, the European Association of Zoos and Aquaria.
- [www.21stcenturytiger.org](http://www.21stcenturytiger.org) – the website of 21<sup>st</sup> Century Tiger
- [www.catsg.org](http://www.catsg.org) – the IUCN-SSC Cat Specialist Group

<sup>i</sup> Source: How Many Wild Tigers Are There? An Estimate for 2008; John Seidensticker, Brian Gratwicke & Mahendra Shrestha; In Ronald Tilson and Philip Nyhus (eds.). Tigers of the World: The Science, Politics and Conservation of Panthera tigris. 295 pp. Elsevier, 2010.