

OUR THEORY OF CHANGE

OUR VISION

All wildlife will live in their natural habitat in secure and viable populations alongside prosperous and empowered forest communities.

THE CURRENT SITUATION

Deforestation impacts on forest communities, for whom rainforest ecosystems have been a cultural and economic foundation for centuries. These communities are affected by poverty and are disenfranchised in the global economy and political sphere. The loss of ancestral land places these communities in direct competition with *Critically Endangered* wildlife for remaining forest resources.

WHAT WE DO

We fund and support local partners to:

- Deliver conservation education.
- Promote wildlife friendly agriculture.
- Encourage participation and success in education.
- Provide employment in sustainable livelihoods.
- Facilitate local advocacy.

THE CHANGE WE CONTRIBUTE TO

IMMEDIATE

PROLONGED

SUSTAINED

AWARENESS AND ATTITUDES

Increasing understanding of the value of and threats to rainforests and Critically Endangered species, to inspire individuals and communities to support their protection.

- People have improved understanding of the threats to and value of rainforests, orangutans, tigers and elephants and the role they play in their protection.

- People have more positive attitudes towards rainforests, orangutans, tigers and elephants.
- People act and advocate within communities for the protection of rainforests, orangutans, tigers and elephants.

- People participate less in activities that negatively impact threatened rainforests and species (e.g. poaching, hunting, lighting of fires).

EDUCATION AND LIVELIHOODS

Supporting individuals and forest communities to access and be successful in education and participate in wildlife friendly livelihoods.

- People have increased access to education and skills training.
- People have increased knowledge of and access to wildlife friendly livelihoods.

- Students, including from forest communities, attend school and university more often and for longer.
- People have increased skills for employment.
- Students, including from forest communities, have increased educational attainment.
- People increasingly participate in wildlife friendly livelihoods.

- People are more employable and have better prospects for good jobs.
- Communities, including forest communities, are empowered through education and economic affluence.

ADVOCACY

Supporting individuals and forest communities to participate in advocacy at a local and national level, to protect their own forest resources and their communities.

- People have increased knowledge of how to undertake effective conservation advocacy.

- People increasingly participate in local and national conservation advocacy.

- People and communities are more able to meaningfully influence local and national decision-making.

OUR IMPACT

Forest communities and individuals are resourced and empowered to live well in wildlife friendly ways and be guardians of their own forest resources.