

Ten Years of EAZA Conservation Campaigns



Campaign Fact Sheets

Marking ten years of EAZA Conservation Campaigns and celebrating 2010 International Year of Biodiversity, the EAZA Executive Office has produced a series of campaign fact sheets.

They will be updated regularly and are available from the EAZA website.

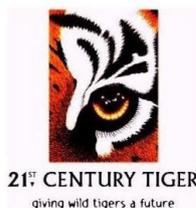
INTRODUCTION

EAZA's first conservation campaign, the Bushmeat Campaign, was launched in the year 2000. In the ten years since, the campaigns have addressed a variety of issues affecting a range of species and habitats. EAZA's conservation campaigns have raised funds, promoted awareness and provided the impetus for key regulatory change.

CAMPAIGN ACHIEVEMENTS

Much has been achieved in ten years of campaigning. EAZA members have made a real and tangible difference for the protection of biodiversity in many parts of the world. Some of the headlines and highlights are as follows:

- More than **€3.3 million raised for conservation projects** around the world, with increased awareness of particular issues creating further fundraising opportunities
- More than **100 conservation projects have received grants** from EAZA campaign funds – and grants are still being awarded by some of the campaigns
- **New links have been established** between EAZA and other conservation organisations, and between EAZA member institutions and individual conservation projects
- EAZA campaigns have been the **catalyst for important regulatory change**, in particular relating to the negative impacts of the bushmeat trade on apes
- Hundreds of millions of zoo and aquarium visitors have been exposed to **messages about the importance of biodiversity conservation**



AND NEXT?

The EAZA Ape Campaign will be launched in September 2010, with the goal of making a significant and lasting contribution to the continued survival of apes and their habitats. Visit the website for more information – link below.



LINKS

- www.eaza.net/campaigns – the EAZA website, with information about all previous campaigns
- www.carnivorecampaign.eu – information about the on-going EAZA European Carnivore Campaign
- www.apecampaign.org – the website of the EAZA Ape Campaign, currently under development