

January 2021

# ZCA OUTREACH PARTNERS' UPDATE

THE ZAMBESIA BUSH TELEGRAPH

*Zambesia*  
CONSERVATION ALLIANCE

\* [Click to to  
listen to the  
Zambesia  
Theme Music](#)

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\* [Music](#) exclusively composed for ZCA by the Commonwealth Youth Orchestra (CYO)

## FOREWORD



BY **ROB CAMPBELL**  
**ROYAL FOUNDATION**  
PROGRAMME MANAGER  
UNITED FOR WILDLIFE TASKFORCES

“The preservation of wildlife should not be an issue for individual organisations to battle on their own. As an industry, the problems conservation now faces go far beyond boundaries and borders and taking a united approach is our strongest chance of making the much-needed difference that is required. The Zambia Conservation Alliance (ZCA), in establishing a network of outreach partners on the frontlines of conservation provides a support structure and gateway for external partners like law enforcement or the private sector to access in one place. It also provides a network to share best practices, lessons learned and crucially in the fight against the illegal wildlife trade (IWT), information. For my own organisation, United for Wildlife (UfW), led by HRH The Duke of Cambridge, collaborating with a single alliance is the most effective way to share information with the multitude of members within our Taskforces. We have amassed large numbers of banks, transport organisations and law enforcement, all committed to acting on credible and effective intelligence relating to IWT. Our partnership with ZCA is a model that streamlines all of their outreach partners with our own Taskforces, paving the way for support both ways. Collaborations like this are the key to delivering the impact this industry so badly needs.”

**ZCA proudly announces the recent signing of a partnership with the Royal Foundation to assist with the incredible efforts being made through United for Wildlife.**



## ABOUT ZAMBESIA'S SHORT TERM GOALS

BY THE ZCA TEAM

We have met many of you during an Outreach meeting, but we thought we would briefly outline again why we are here and how we can work together. The ZCA is here to connect the dots in our conservation landscape, the Zamnesia region, by forming alliances between likeminded people and organisations. The team at ZCA are tasked to develop methods and systems to assist all our alliance partners with the efficient and effective flow of information. By doing this we can collectively understand the regional issues being faced and work together to combat them. We can then tell the whole story, where possible, to the conservation audience and ignite purpose in them to contribute towards the fight against loss of natural habitat and its wildlife. Of course, we do intend to individually help each one of you in time and build more awareness for your individual efforts and ultimately channel funding to your projects too. It is a humble beginning, but we are already delighted to see progress. Similarly we have been so invigorated by the many wonderful face to face meetings we have had with you and we look forward to engaging you all more as time goes on.

The ZCA has been incorporated in the state of Texas and our IRS exemption application for 501(c)3 status was submitted at the end of November 2020. We expect full IRS approval within the first quarter of 2021. We are still wading through the British systems to make headway there and we have an active Trust partnership in Zimbabwe already in place that is audited by Ernst & Young.



## THE TEAM

In March 2020, as the Covid storm was brewing, the ZCA was founded early into the first Zimbabwe lockdown, close to Victoria Falls, on the banks of the Zambezi. Robin, Luke and Suzanne Brown ignited the flame and since then have been overwhelmed with gracious support from many corners of the globe.



Robin  
Founder



Suzanne  
Founder



Luke  
Founder

In the middle of 2020 we were joined by a formidable conservation champion, Nick Holme, a Zimbabwean based in the UK with an incredible network and passion for wildlife. Nick heads up the ZCA operations and aims to move back to the Zambesia region in the near future. Nicky Connolly joined the team late in 2020 as our PR Manager and she will be working with our Outreach Partners to identify stories and information releases for our audiences. Simon Hammond joined the team in November 2020 to become a liaison between ZCA and the business sector in the region. Ever Chinoda joined the ZCA to assist our Outreach Partners with legal issues and also to link our ongoing drive as the legal liaison for more information gathering across the region.



Nick  
Operations



Nicky  
PR



Simon  
Business Liaison



Ever  
Legal Liaison

## CREATING AWARENESS I

A KEY PILLAR OF ZCA

### HOW WE CREATE AWARENESS?



*Our Movements*



The ZAMBESIA web site is the home site for the organisation. It is early days for the site but the team has done a great job and you should all be able to find your organisation on our interactive map on the site that shows off our accredited Alliance Outreach Partnership plan.

We have been courageous in setting up multiple platforms that are intertwined and linked together to create awareness through the theatre of social media. We are fortunate to have a very alive and progressive team that understands this game. Please ensure that you join our WE SHARE AFRICA and SPORT FOR CONSERVATION GROUPS on Facebook. The more active you are as a member the more you will get from these platforms.

Some of you may remember the Conservation Games that we ran as an awareness campaign in 2020. If you have not watched any of the games, please have a look on this WEBSITE. This is something we hope to repeat again in future, together with some other inspiring virtual and physical #SportForConservation activities,

## MEDIA BRAND PARTNERS

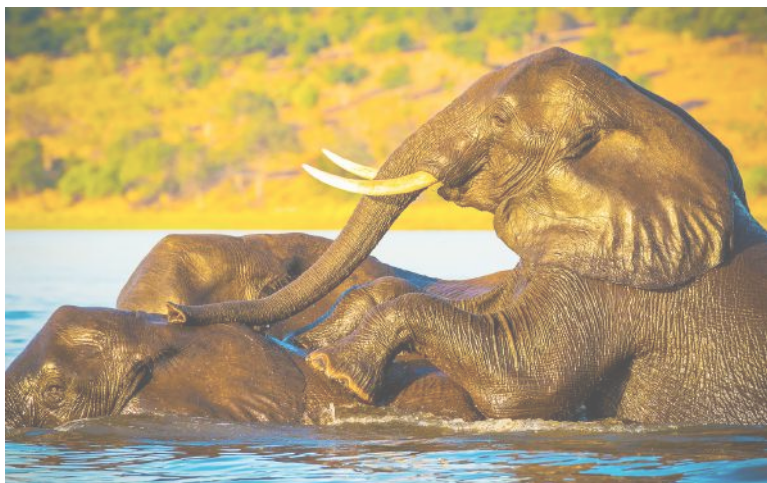


ZCA is linked through strategic partnership to these three channels, **We can get your story out to large audiences.** We need your help to provide us with your unique content (see next page for how).

## CREATING AWARENESS III

A KEY PILLAR OF ZCA

HOW YOU CAN GET THE MOST OUT OF THIS BENEFIT?



**SEND IN YOUR PICS, VIDEOS  
& SHORT NEWSY STORIES.  
GET CREATIVE & HAVE FUN.**

Send in your beautiful pictures, videos and stories to feature in our #WeShareAfrica campaigns and on our diverse media channels. Maybe share something about your rangers' efforts or an incident that yielded positive results e.g. removal of a snare from an injured elephant or maybe you collared a lion or helped out the community.

**Here are a few guidelines for any VIDEO content you record:**



- Try to keep the footage fairly short (i.e. ≤5 minutes unless you are capturing something super cool and interesting that has to take longer).
- Use a phone or camera that can shoot in HD format if possible or at least semi-HD (here's a **GREAT ARTICLE** to give you some easy-peasy-how-to advice).
- If you use your phone shoot landscape i.e. hold the phone horizontally like the picture above
- If you can add a little voice commentary that will be great. Alternatively you can send us a text description along when you send the video in.
- The best way to share videos/images with us is via WeTransfer which is FREE and easy

**NOTE:** We do understand that you will also be pushing your own channels of media, which of course you must do, but the idea of you all centralising your information on these channels will mean you will build your following together as an alliance and many of our channels already have thousands of followers so you, our alliance partners now have access to them.

## LEGAL SUPPORT

ADVICE & SUPPORT FROM OUR LEGAL LIAISON  
**INTERNATIONAL ANIMAL LAW ADVOCATE**  
EVER CHINODA



We have recently signed an MOU with specialist IWT lawyer, Advocate Ever Chinoda, in Zimbabwe, who will be providing our alliance partners with legal advice where needed. Once funding has been sourced, we will be asking Advocate Chinoda to undertake training for your scouts and anti-poaching teams, should you wish her to do so. These legal offerings will be expanded throughout the Zambesia region as we identify IWT legal experts to work with Ever. If you have need of legal assistance in relation to wildlife law please let us know and we can arrange an initial interview at no cost to yourselves.



## IN THE PIPELINE



### MORE EXCITING DEVELOPMENTS BREWING FOR ZCA

#### **WhatsApp Group for Alliance Partners**

One of the lead objectives of the ZCA is to create a real Alliance between our partners and in keeping with this we would like you all to join the Alliance WhatsApp Group. The rules of the group will be clear and only work-related issues allowed. The focus of the group will be to share ideas and problems that you are all facing in the field and finding ways to overcome them together. We believe this will be an exciting and constructive regional group of likeminded people connected for the common cause of conservation. You may decide to elect one of your team to be on the group or if needed more than one. (Maximum two per entity)

#### **Conservation Science Alliance**

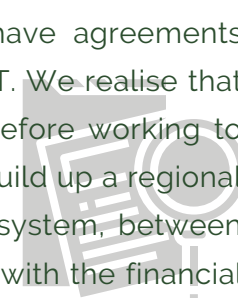
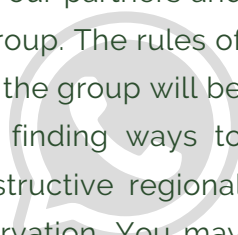
We have had some fun meetings with young and old boffins. One of the common criticisms is that not enough information is being shared when it comes to the science behind good and bad conservation. We are looking to build a network of qualified scientists through the ZCA to encourage the increase in information sharing cross region and border. So, watch this space - we have a few "young guns" who will be in touch to kick this off.

#### **IWT Information Sharing**

We are currently in discussion with two organisations (and hope to have agreements signed with them shortly) about information sharing when it comes to IWT. We realise that this is a particularly sensitive area in the fight against IWT and are therefore working to ensure that all the necessary safeguards are in place. There is a need to build up a regional network for the sharing of information, through a carefully coordinated system, between banks and between transport organisations. We have begun this process with the financial sector and hope to be able to share more information with you over the coming weeks and months.

#### **Building the Market Alliance**

The ZCA is also building an alliance out in the Conservation market – this alliance may be made up of sports ambassadors, artists, musicians, companies, zoos and more. A good example of how these Market Alliance partners can assist is the recent composition by the Commonwealth Youth Orchestra of a tailor-made [ZCA THEME TUNE](#) to help us launch the beauty of the region and the plight of conservation in the Zambesia Region.





## THE MEMBERS

### WHO ARE THE ZCA MEMBERS?

We are constantly signing up new members across the region. Here is a list of the Outreach Partners we have listed confirmed as part of the Alliance to date. We have not met all of you face to face on Zoom yet, but that will come soon. For more details on each member do please visit the [OUTREACH PARTNERS](#) page on the ZCA website.

#### ZIMBABWE

VICTORIA FALLS ANTI-POACHING UNIT  
BUMI HILLS ANTI-POACHING UNIT  
SAVE VALLEY CONSERVANCY  
CONSERVATION & WILDLIFE FUND  
BUSHLIFE SUPPORT UNIT TRUST  
COBRAS COMMUNITY WILDLIFE PROTECTION UNIT  
IMIRE RHINO & WILDLIFE PROTECTION  
THE ZAMBEZI SOCIETY  
SENUKO RANCHING  
VICTORIA FALLS WILDLIFE TRUST

#### BOTSWANA

NORTHERN TULI GAME RESERVE  
THE ECOEXIST TRUST

#### NAMIBIA

GIRAFFE CONSERVATION FOUNDATION  
NYIME ANTI-POACHING UNIT

#### ANGOLA

FUNDAÇÃO KISSAMA

#### ZAMBIA

NSEFU WILDLIFE CONSERVATION FOUNDATION

## FINAL WORDS

### A FEW CLOSING THOUGHTS FROM THE TEAM

In closing we would like to thank you all for believing in our goal to bring together the finest in front-line conservation across the Zambesia region for the continuous benefit of our wildlife and communities. In bringing the frontline together we can more effectively coordinate the efforts harmoniously with other key players in the chain. These include donors, intelligence experts, financial institutions, transport organisations, governments, law enforcement agencies and many other stakeholders. When we deal with these effectively and with one voice, we can make waves. To accomplish this is no small task because it requires diligent and constant collaboration across such a broad spectrum of stakeholders. In the face of one of the biggest battles of our time it needs everyone to pull together.

The illegal wildlife trade is a criminal activity second only to human trafficking and drug smuggling and is so often linked to both and now also terrorism via underground syndicates. From the often poor and desperate poacher through to the shady beneficiaries of this monstrous crime we must efficiently and effectively stem the tide and in so doing ultimately win the war. It is incumbent on all of us as part the Zambesia Conservation Alliance to passionately play our role to achieve this, setting aside any minor differences we may have for the greater good.

Thank you again for the immense efforts you are undertaking and do know that in the Zambesia Conservation Alliance you have a solid network of friends and resources to draw on. Here's to a very hopeful 2021!



\*Music exclusively composed for ZCA by the Commonwealth Youth Orchestra (CYO)