

THE ZAMBESIA CONSERVATION ALLIANCE

PROFILE

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FOREWORD

BY RICHARD MAASDORP
THE ZAMBEZI SOCIETY
ZAMBEZI ELEPHANT FUND



Collaboration is Key

“

It is so refreshing to witness the ripples of collaboration starting to spread across the landscape of conservation.

Some years ago I retired from the highly driven construction industry, only to walk into the unexpectedly competitive arena of conservation. I made nurturing co-operation across all spectrums a new personal goal. Now ZCA have stepped into the frame and are taking this to scale. Wonderful. A case study in motion is the ZCA strengthening the conversation across the Middle Zambezi, uniting three countries and helping build a trans-boundary ethos while the bureaucratic processes grind on.

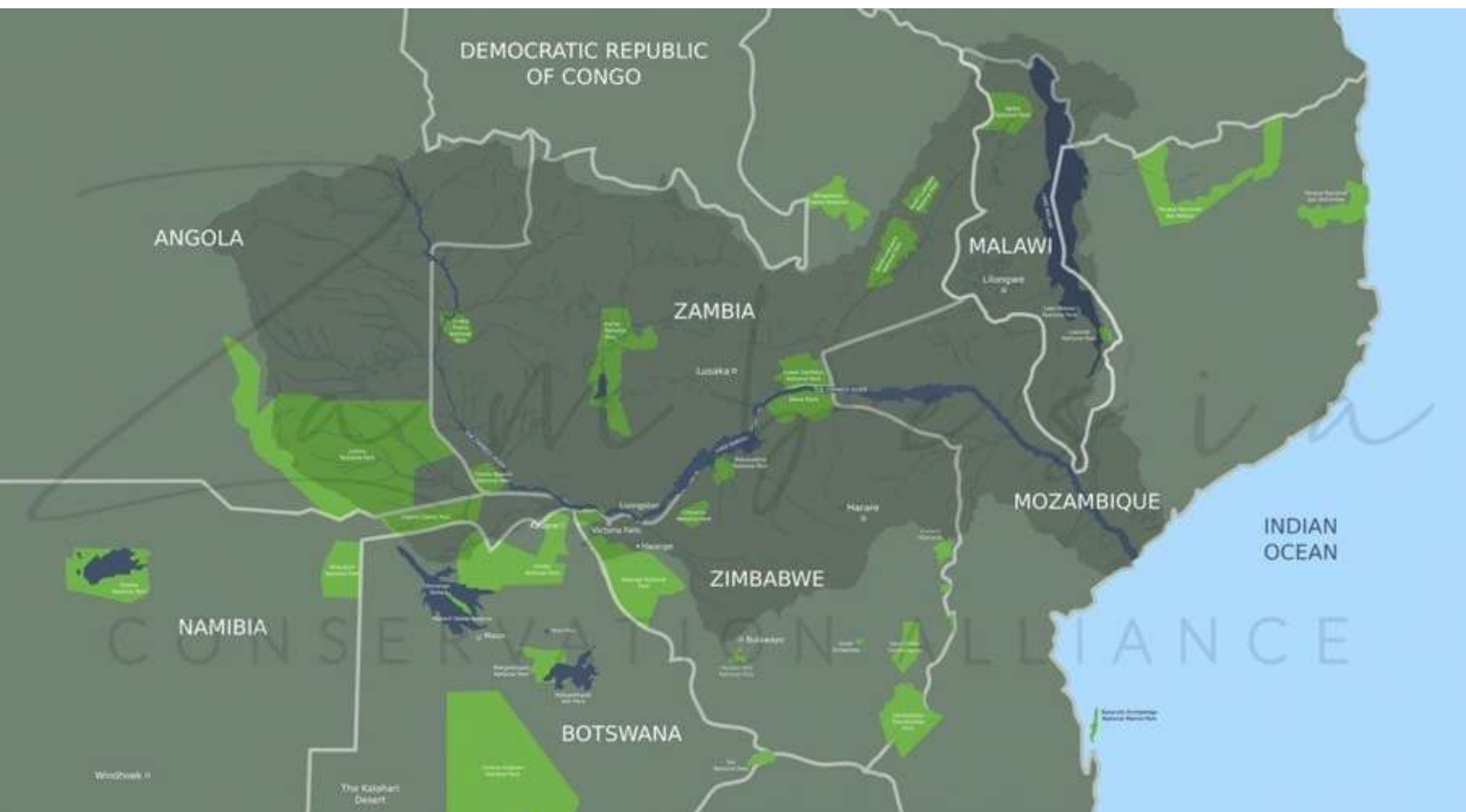
In addition to the stated objectives, I believe ZCA is in pursuit of a shared, overarching vision. I hope this will lead us into a new territory of engagement. The platforms and networks to enable robust and respectful discussion. There are very, very few generic solutions across Africa or even within one country. Individual wild landscapes have their unique challenges which spill over into communities and into the dynamics of the host nation. A solution in one area may in fact be the cause for demise of a habitat in another.

I also hope that through a new way of engaging with each other we will find the need to prescribe and preach less, and rather listen more. Creative, pioneering ideas are borne out of wide and deep listening.

In closing I commend ZCA in their quest to provide insurance cover for over 3,000 rangers. Every ranger has a family. Every ranger has a story. Let's listen and share these.

”

WHERE & WHAT IS ZAMBESIA?



Zambesia was originally a pre-colonial term used by locals, traders and explorers alike to refer to a region of central-southern Africa that spans across seven modern day countries and broadly covers the entire Zambezi River drainage basin (indicated in dark green on the map above). Zambesia covers a an area in excess of a 1,000,000 km² and encompasses seven distinct ecological biospheres. It is home to the largest surviving population of African elephants on the globe and at least 10% of the world's remaining carnivores. It supports vast, diverse and fragile ecosystems, as well as countless human communities that benefit greatly from these natural resources.

WHY AN ALLIANCE?

The Zambesia Conservation Alliance (ZCA) was created to provide solutions to one of the greatest challenges threatening the future survival of Zambesia's natural life systems and the benefit these provide to human communities. The first question we asked ourselves was why frontline, privately-run conservation organisations (which we will call FPCOs from herein) are seeing limited success in their efforts to help stem the loss of habitat and biodiversity in Zambesia? The second question we asked was how ZCA can inject energy into the who, how, why and what needs to be done in order for FPCOs to more effectively carry out their conservation efforts in Zambesia?

PREAMBLE

We define an FPCO as any bona fide organisation whose conservation efforts are focused on the frontline preservation of wild habitat. There are many types of FPCO, but broadly they can be categorised as either focused on anti-poaching, education, veterinary support or research efforts. The last 60-70 year period has seen an exponential growth in the number and type of FPCOs in the region. It has heralded a collective, conscious and passionate effort by so many to protect wildlife for future posterity. It also signified the start of a departure from the wanton and unsustainable harvesting of wildlife taking place to satisfy human greed. The arrival and increase in FPCOs, as well as their presence and efforts are absolutely welcome and vital, especially in their potential to secure animal corridors, secure human communities and ultimately create long term sustainable value for the land by doing so. Yet in this same period of 60-70 years we have also seen the greatest losses to wildlife species and habitat on record. It is clear from this that the fight forward for conservation faces its biggest battle yet. Whilst there are many reasons for this decline in biodiversity the fact is that the relatively recent arrival of reinforcements, in the form of FPCOs, has so far had limited effect in reducing the continued destruction of wild habitat.

WHY FPCO SUCCESS HAS BEEN LIMITED

We believe that the two chief causes for this have firstly been an unintended lack of unity among FPCOs. This is in large part due to their perceived need to compete for funding, whilst following an urgent and necessary, but rather uncoordinated call to action.

Secondly this lack of unity has been compounded by a dearth of clear messaging to both the existing and potential foreign donor pool about how their funding can be best directed to make a difference on the ground. The outcome is resultant despair among FPCOs because it would appear that despite their incredible efforts, the bigger picture, when eyed critically, still shows an overall lack of progress.

SOME FURTHER INSIGHT

The FPCOs are often concentrated in areas bordering or linking spaces between national parks. They must navigate difficult local and regional geo-politics and still drive funding for their efforts despite an ever growing threat of annexation of land away from wildlife in favour of other short term economic benefits, like mining for example.

The challenges (and there are too many to list here) that PCOs face and the solutions they need to boost their efforts are often typically the same, despite their location - an FPCO operating in Mozambique will come up against the same, or very similar, obstacles as an FPCO operating in Namibia.

FPCOs, LOCAL COMMUNITIES & THE ILLEGAL WILDLIFE TRADE

We have also observed that local communities living in, or alongside wildlife areas, have done so for hundreds of years in relative harmony with nature, but they now find themselves in a much deeper conflict with their wild neighbours, tenfold more than they ever were before. This has created great resentment on the part of both animals and humans. This, together with a growing global demand for wild animal body parts has fuelled a massive increase in nefarious activities. The Illegal Wildlife Trade (IWT) has climbed firmly into the world's top five criminal activities and threatens to completely destroy what we have left. It would again seem that the fight to protect nature for the betterment of all has made little progress despite the best efforts of so many.

FORMING AN ALLIANCE

We believe the only way to address these problems at the FPCO level is through solving the lack of coherence and better defining needs to the current and 'would be' donor community. ZCA provides bona fide FPCOs in Zambesia with free services that can significantly help their organisations. Whilst tourism in Zambesia has gone some way towards doing this (many FPCOs are greatly funded by tourism) the catastrophic damage to the industry caused by Covid-19 has left the conservation efforts of FPCOs reeling even further and the evident need for additional solutions ever more apparent.

This is why ZCA has set up a broad alliance for FPCOs to belong to and jointly address the obstacles they face. The alliance also includes strategic non-FPCO individuals and organisations that have an active interest and/or stake in the conservation of Zambesia's wild habitats for the betterment of communities.

WHAT DOES ZCA DO?

Launched in April 2020 ZCA was set up to facilitate better collective action by FPCOs both among themselves and through working together with other conservation stakeholders in Zambesia. By joining ZCA as OUTREACH PARTNERS (herein referred to as ZCA-OPs) the FPCOs can access platforms that help them work together to achieve more efficient and effective results for conservation and community. Further to this ZCA clarifies the common needs of ZCA-OPs to the general funding community so that this funding can grow in scale and ultimately drive better results for biodiversity.

ZCA also works with non-FPCO stakeholders, which we call STRATEGIC PARTNERS (herein referred to as ZCA-SPs), which have wide ranging direct interests in the conservation of Zambesia.

ZCA LEGAL FRAMEWORK

ZCA has set up legal structures in the USA (registered 501(c)(3)), in the UK and RSA (registered Non-Profits) and in Zimbabwe where it works through a local non-profit called the Savannah Trust. In Mauritius, ZCA is currently setting up a 'financial funnel' Foundation that will assist in the smooth and completely transparent flow of funds from donors to projects across Zambesia.

WHAT MAKES ZCA DIFFERENT?

Although it is private the ZCA is not an FPCO and as such can assume the distinctive role of an overarching organisation that can act objectively in the interests of the alliance. We are not aware of any other organisation that facilitates this desired initiative in Zambesia. From its unique and independent perspective ZCA can carry out its work without the barriers imposed on ZCA-OPs by their competition for funding.

ZCA is also distinguished from other umbrella organisations set up for collaborative management of National Parks in Zambesia. For example, our focus is not on the set up of a structure that competes with collaborative management programmes such as those set up by African Parks or Frankfurt Zoological Society. We differ from them because our focus lies with assisting frontline private efforts. Far from competing with them we complement their efforts and help to expand the footprint of healthy biodiversity across Zambesia by focusing on different land areas, that is those bordering or linking National Parks.

ZCA provides digital and physical platforms through movements, events and campaigns that ZCA-OPs and other conservation stakeholders can use to engage one another. These platforms are creatively designed to inspire collective action and always aim to break down barriers.

JOINING THE ALLIANCE

Any conservation organisation with an interest in curtailing the loss of natural habitat and biodiversity, as well as uplifting communities in Zambesia, may apply, or alternatively be invited, or nominated to join the alliance. Prospective members are first classified into one of two categories i.e. those that would become a ZCA Outreach Partner (ZCA-OP) and those that would become a ZCA Strategic Partner (ZCA-SP).

There are currently no financial costs to becoming an alliance member. There are also no restrictions on the size of the organisation that can join the alliance.

To become a ZCA-OP the outreach applicant must physically be present and operating on the frontline for conservation in Zambesia. Successful applicants have their organisation grouped by ZCA according to the category or categories of conservation within which they are dominant. The broadly defined categories are Anti-Poaching, Veterinary, Education and Research. For example, one ZCA-OP member might be focused on Anti-Poaching whereas another might be equally focused on Anti-Poaching and Education. Some bigger organisations may be able to have a genuine focus in all four categories. This is all taken into account during the application process.

ZCA has set clear parameters that define how an organisation can become a member. The requirements are more strict for those applying to be ZCA-OPs. These applicants must follow a due diligence process that involves filling out an application form and being subject to an interview with members of the ZCA team. The due diligence information requested by ZCA of Outreach Partner applicants is not overly taxing, but requires them to share information about their organisation i.e. size, activities, area of operation etc... An extremely important part of this process is the applicant's ability to provide evidence of their past and present financial records. It is also important that they show us proof of their incorporation as a genuine 'not-for-profit' foundation or trust. If more information is required after these processes are complete the applicants are informed of this.

Strategic Partners can currently join the alliance by invitation and recommendation. We have MOUs with certain ZCA-SPs that work together with ZCA on a conservation project or projects regularly, or for a set period of time. The MOU between ZCA and that organisation is drawn up to determine the parameters and aspirations of the partnership.

All the frameworks indicated above are in place to ensure that only genuine organisations can become part of the alliance. Any partner applicant must be properly registered and demonstrate a satisfactory ability to support conservation in Zambesia. Those that might not qualify to be a ZCA-OP or ZCA-SP are still able to assist the work ZCA is doing by joining the ZCA Tribe. To find out more about how to join the Tribe follow this [link](#).

ZCA OUTREACH PARTNERS

All ZCA-OPs can be viewed on an interactive map at this [link](#).

Click on each icon on the map to show more detail on the work each is doing.

ZIMBABWE

- Victoria Falls Wildlife Trust (Victoria Falls)
- Victoria Falls Anti-Poaching Unit (Victoria Falls)
- Cobras Community Wildlife Protection Unit (Hwange)
- Conservation & Wildlife Fund (Hwange)
- DART Wildlife (Hwange)
- Take Action Trust (Bulawayo)
- Isibaya Leopard Project (Mangwe District)
- Senuko Ranching (Savé Valley Conservancy)
- Savé Valley Conservancy
- Imire Rhino & Wildlife Conservation (Mashonaland)
- Bumi Hills Anti-Poaching Unit (Matusadona)
- Bushlife Support Unit Trust (Doma Safari Area)
- Dande Anti-Poaching Unit (Chewore Safari Area)
- The Zambezi Society (Mana Pools)
- The Tashinga Initiative (Zambezi Valley)

ZAMBIA

- Nsefu Wildlife Conservation Foundation (South Luangwa)
- Conservation Lower Zambezi (Lower Zambezi)

MOZAMBIQUE

- Luwire Conservancy (Niassa Reserve)
- Panyame Anti-Poaching Unit (Zambezi Valley)

BOTSWANA

- The Ecoexist Trust (Okavango Delta)
- Wild Bird Trust (Okavango Delta)
- Northern Tuli Game Reserve (Tuli)

NAMIBIA

- NYIME Anti-Poaching Unit (across Namibia)
- Giraffe Conservation Foundation (across Africa)

ANGOLA

- Fundação Kissama (Cangandala National Park)

ZCA STRATEGIC PARTNERS

All ZCA-SPs can be viewed on the¹ZCA website at this [link](#). We have not listed all ZCA-SPs in this document. Instead we have highlighted below which ones we have ongoing MOUs with. The basis is that these MOUs provide joint support to ZCA-OPs and the wider conservation community in Zambia.

United for Wildlife (UfW) by The Royal Foundation

UfW was set up to combat the Illegal Wildlife Trade by the Royal Foundation of the Duke and Duchess of Cambridge. Our work with UfW involves supporting its financial and transport task forces in Southern Africa. ZCA is in unique position to provide valuable conservation insight from the frontlines to the benefit of those on the task force who rarely have sight of this information. One of our ZCA Directors, Nick Holme, leads our efforts and regularly interacts with UfW Programme Manager Rob Campbell as well as the various task forces.

Focused Conservation

Focused Conservation (FC) are a US based organisation. They have decades of law enforcement and investigative experience, which they draw upon to combat wildlife crimes. ZCA provides strategic support to FC on the ground in Zambia. This enables FC to source valuable information to help fulfil its objectives to stop IWT.

Speak Out For Animals (SOFA)

SOFA are a group of passionate animal lawyers on the ground in Africa. They help to prosecute wildlife crimes and provide a link to law enforcement and legal structures. ZCA assists SOFA by connecting them with our ZCA-OPs and ZCA-SPs. SOFA is able to provide valuable legal advice or support to many conservation organisations. In turn SOFA also receives valuable information that helps them to fulfil their mandates.

NU Borders

NU Borders is a US based organisation working with Big Data. They have great experience working with various US government departments like Home Security. They are dedicated to using their big data technology to help in the fight against IWT. ZCA's mandate is to facilitate and coordinate NU Borders relationships with ZCA-OPs and other organisations in Zambia. Together we can provide Zambia with raw data for processing into digestible and summarised formats. This can be used by all to gain stronger insights into the scale of IWT and efforts to combat it.

Commonwealth Music

ZCA have partnered with Commonwealth Music to drive the [Ranger Alert Campaign](#). In addition both parties recognise the power of music to carry the message of conservation in Zambia to a greater audience.

PLATFORMS, EVENTS, CAMPAIGNS & MEDIA

Since its inception in April 2020 ZCA has created platforms, events and campaigns to support conservation efforts in Zambesia. ZCA also creates its own media in the form of video and picture production. Where possible ZCA efforts are also shared and covered by the press.

ZCA PLATFORMS

Note: these platforms are evolving and ongoing

Movements

[#WeShareAfrica](#) and [#SportForConservation](#) are two virtual movements we initiated. The movements are open to any individual who has an interest in sharing positive stories and engaging in conversation about Zambesia's wild spaces. Click their links above to discover more about them. The general public who are interested in supporting ZCA's efforts can also apply to join the [ZCA Tribe](#).

Think Tanks

ZCA initiates and leads working groups of ZCA-OPs and conservation stakeholders to overcome conservation challenges within their regions of Zambesia. For example ZCA currently chairs and coordinates a Think Tank that regularly discusses and proposes solutions for a multitude of obstacles being faced in the lower Zambezi, stretching on both sides of the river and across Zimbabwe, Zambia and Mozambique from Chirundu to Cahora Bassa. Think Tanks are typically hosted through ZCA resources either virtually or physically.

Grant Writing

ZCA provides a grant writing platform that small ZCA-OPs can significantly benefit from. The ZCA-OPs can save a lot of time and effort by allowing ZCA's grant writing team to take on the challenging task of applying for grants on their behalf.

Financial Funnel

ZCA is in the process of setting up a Mauritius Foundation that will allow for the seamless processing of funds from foreign donors through to ZCA-OPs based in Africa. This initiative by ZCA will solve a myriad of transactional challenges faced by many frontline organisations in the efficient movement of funds from source to frontline effort.

Legal Funnel

ZCA's MOU with Speak Out for Animals (SOFA) has laid the foundation for an evolving platform that ZCA-OPs can use to access trusted legal advice and support as well as offer information that may help with law enforcement.

ZCA EVENTS

[The Conservation Games \(May, 2020\).](#)

This inaugural six week long event took place online. It gathered over 70 international sports men and women together and split them into teams. Each team member competed against an opposing team member in a moderated creative quiz-style game that involved questions about their sporting careers as well as conservation in Zambesia. To find out more click the title above.

[The Conservation Kabunga \(Aug, 2020\).](#)

An inaugural 'first of its kind' online conference that brought key Zambesia conservation stakeholders together in a 'pow-wow' session on Zoom. High profile speakers included Lord William Hague and acclaimed conservationist Ivan Carter who spoke 'live' during the well attended event. To find out more click the title above.

[The 2020 Conservation Games Awards \(Nov, 2021\).](#)

Delayed due to Covid-19 restrictions this black tie event brought delegates together in a colourful ceremony at the Victoria Falls Hotel. The captain of the Elephants team (former cricket star John Rennie) was present to receive the coveted silver Pangolin Trophy created by Patrick Mavros. To find out more click the title above.

[Illegal Wildlife Trade Conference, Botswana \(March, 2022\).](#)

ZCA has had an MOU with the Royal Foundation's United for Wildlife (UfW) programme since 2020. Here, ZCA partnered with UfW and the British High Commission in Botswana to coordinate this event attended by relevant stakeholders, including regional and local government representatives and captains of industry. To find out more click the title above showing coverage in the press..

[A Conservation Musical \(May, 2022\).](#)

This event will bring local conservation stakeholders (from rangers to lodge owners as well as local and national government) from the Hwange region of Zimbabwe together for a night of music under the stars at Iganyana Tented Camp in Hwange. ZCA will coordinate this event in collaboration with Gemma Griffiths (a Zimbabwean singing icon), the Whitestone School Touring Choir (singing sensations from Bulawayo) and Iganyana Tented Camp (a premier lodge in Hwange).

CAMPAIGNS

Ranger Alert (ongoing)

This initiative has seen ZCA partner with The Commonwealth Youth Orchestra to raise awareness and funding for rangers in the field in Africa. Funds raised go towards life insurances for the rangers. To find out more click the title above.

Walk4Life (July-Oct 2022)

ZCA Director of Operations, Nick Holme, will embark on an ambitious walk right around the entire Lake Kariba. This is no mean feat and will take two months to complete and he will be the first person to ever achieve this. His monumental effort is to raise awareness and funds for mental health and its link to conservation. More information to come about this soon.

ConservationActive (ongoing)

A group on STRAVA where active people can log their activities and indicate their support for conservation whilst being active. To find out more click the title above.

Other past campaigns include #WalkingForWild and #Ride4Rangers where ZCA created virtual platforms to support existing initiatives championed by Victoria Falls Wildlife Trust (ZCA-OP) and TUSK (acclaimed UK based Africa Conservation organisation).

MEDIA

- ZCA regularly produces videos and takes pictures to showcase conservation efforts in Zambesia. You can learn more at this [link](#).
- ZCA has collaborated with the Commonwealth Youth Orchestra to create theme videos for ZCA and our Ranger Alert Campaign. The videos are edited to music composed exclusively for their purpose by Simon Haw MBE.
- ZCA has identified Media Partners to work with and release information through, who understand the right messaging about conservation in Zambesia. There is a constant challenge to ensure the true messages from the frontline are conveyed properly to an international audience.
- Coverage in local and foreign press for ZCA's efforts are often forthcoming. You can learn more at this [link](#).

ZCA OPERATING EXPENSES

Since it launched in April 2020 ZCA has been self-funded. The figures below (in USD) are derived from actual and estimated costs incurred to operate ZCA. As no member of the team has actually been remunerated for their efforts we have put a value to their time. All other costs are actuals. It is ZCA's wish to have these operating expenses fully covered by a funding partner/philanthropist so that we can sustain the work which we are doing and ensure that 100% of all funds we help raise for conservation go directly to those that need them. We and those we support firmly believe that we can grow the alliance into a long-term game changing legacy for the conservation of Zambesia's habitat and biodiversity, significantly contributing to the benefit of local communities.

ZAMBESIA CONSERVATION ALLIANCE

Operating expenses on an annual basis Per Annum

(derived from actuals based on the period 2020-current)

Fixed Overheads	Notes	91,100.00
.Auditing fees		2,000.00
.Accounting fees		1,500.00
.People		
ZCA Core team x 3	(60hrs p.m.)	43,200.00
ZCA Full time x 1	(160hrs p.m.)	38,400.00
ZCA Snr. Support team x 2	(20hrs p.m.)	3,600.00
ZCA Media team x 1	(20hrs p.m.)	2,400.00
Variable Overheads		8,400.00
.Office supplies		240.00
.Postage & Printing		100.00
.Equipment	Laptop x 2	1,300.00
.Internet		1,200.00
.Marketing & PR		1,200.00
.Technology		320.00
.Domain cost + hosting	Websites	1,400.00
.Fuel allowance		1,440.00
.Graphics & Visuals		360.00
.Professional imagery & music royalties		240.00
.Bank charges		600.00
Total Oveheads		99,500.00

CLOSING REMARKS

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 Zambesia 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. ”

THE ZCA TEAM

Robin Brown - *Co-Founder* | Director - ZCA
Partnerships

Luke Brown - *Co-Founder* | Director - PR

Suzanne Everaerts-Brown - *Co-Founder* | Director -
Finance

Nick Holme - Director - Operations

Sally-Anne Follett-Smith - Director - Development

Alan Sparrow - Director - Communities & Forest
Sustainability

Raymond Swart - Website & Key Design

Life Blessing Gwazani - Media Support

Austen Young - USA Board President

Tim Wetmore - USA Board Treasurer

Jo Brown - UK Board Member

David Burton - UK Board Member

Chris Horlick - UK Board Member

CONTACT US

To get in touch with us or to find out more information, please don't hesitate to reach out using the below details.

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FAQs

To access a list of FAQs about ZCA please [click here](#) or alternatively visit our website

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Zambesia

CONSERVATION ALLIANCE