



DURRELL

REF
wild

OUR WORLD

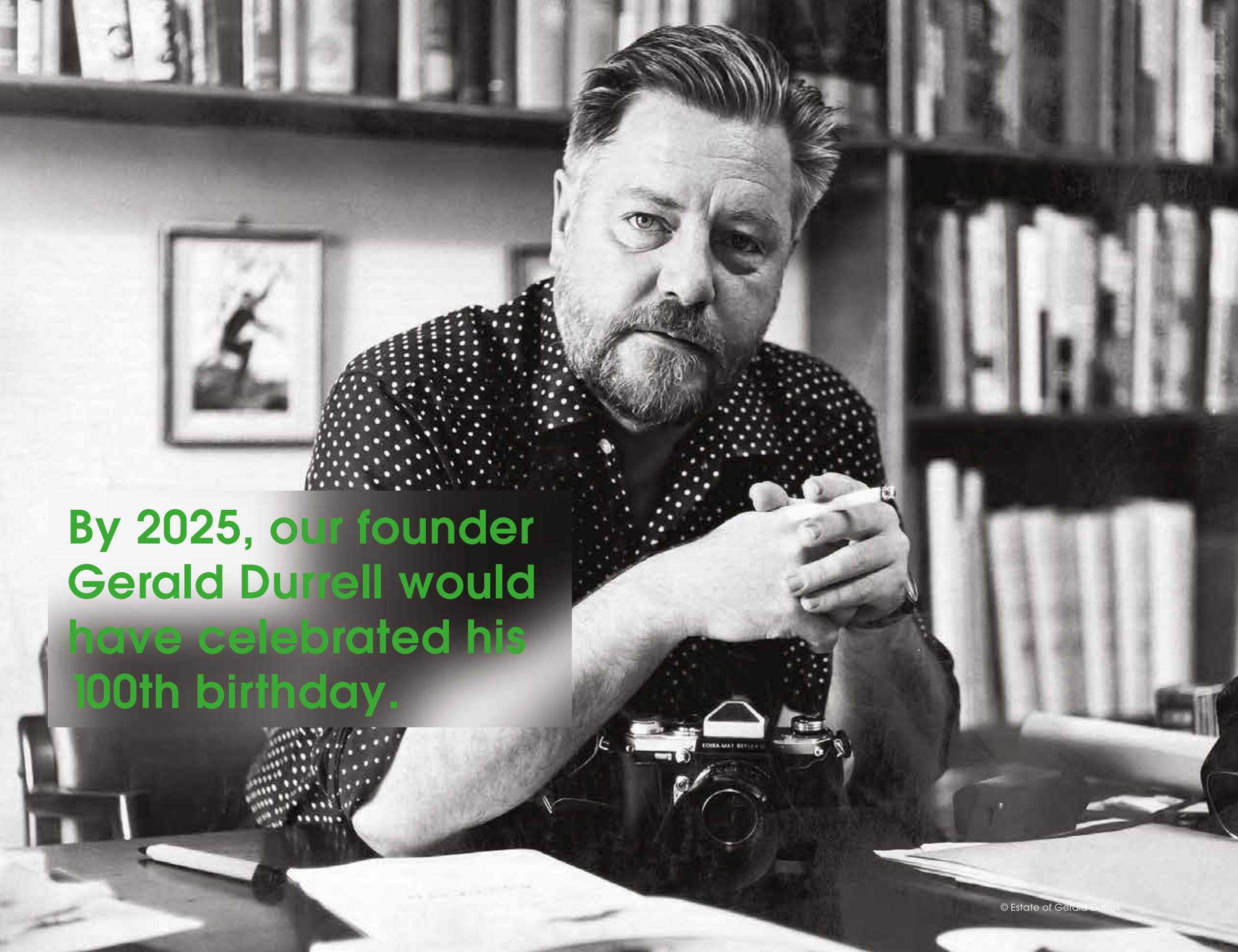
DURRELL WILDLIFE CONSERVATION TRUST



Join us on our
journey to create

A WILDER, HEALTHIER, MORE COLOURFUL WORLD

Whilst saving species will remain at the heart of what we do, our ambitions for bringing about change go beyond this. In the long-term, we want to not only prevent extinctions but also recover populations of threatened species. We will harness our species management expertise to drive the rewilding of ecosystems so that they are more functional, diverse and resilient; thereby improving the quality of local people's lives. Through our work in the wild and at our zoo, we will reconnect people with nature and help drive the societal change needed to save and restore the natural world.



By 2025, our founder Gerald Durrell would have celebrated his 100th birthday.

We have set our sights on delivering significant change to the fortunes of threatened wildlife through a positive and bold vision for conservation.

IN 2025, WE WANT TO SEE:

10

ECOSYSTEMS ACROSS THE WORLD'S MAJOR BIOMES BEING REWILDED

100

THREATENED SPECIES ON THE ROAD TO RECOVERY

500

ENDANGERED SPECIES PROJECTS WORKING MORE EFFECTIVELY

1,000,000

PEOPLE BETTER CONNECTED WITH NATURE

REWILDING

**WE WANT TO
REWILD SPECIES
AND ECOSYSTEMS,
AS WELL AS PEOPLE
AND PLACES.**

To restore the wonderful colour of our planet we will:

RECOVER threatened or missing wildlife;
REVIVE and rebuild ecosystems and natural processes;
RECONNECT people to the natural world they share; and take
RESPONSIBILITY for demonstrating the value of the natural world.
REWILD OUR WORLD.

These actions will result in more diverse, beautiful and resilient natural landscapes in which species can thrive and people can enjoy a deeper connection with nature, generation after generation.

RECOVER



Human actions are stripping wildlife from the face of the planet, destroying the building blocks of ecosystems and reducing wild species resilience to cope with future change. Our mission is to reverse this trend through our 'intensive care' conservation approach.

The Living Planet Index (a measure of the state of the world's biodiversity based on information about over 4000 species) shows that, on average, animal populations have declined by 50% over the last 40 years. This extreme loss of plant and animal life is a result of mankind's over-exploitation of the planet's resources. Nature's diversity plays a vital role in regulating the climate, water systems, soil production, provision of food and pollination of crop plants; all of which enable mankind's existence.

The continuing decline in health of the natural world and wildlife has a direct and severe impact on people's livelihoods, wellbeing and the sustainability of the global economy.

While we have the power to be destructive we also have the power to act in ways that heal the planet, conserve species and ensure all people have lives that are nurtured. Our conservation actions will focus on recovering threatened or missing wildlife and the habitats on which they rely.

REWILD

Together we can breathe life back into our landscapes and restore diversity and colour back to our world. Ecosystems are dying, their productivity disappearing and with that we are losing their ability to sustain mankind. With a broad network of partners, we will establish a series of rewilding sites that will demonstrate how to rebuild healthy ecosystems.

We will work with local communities and partners to establish ten rewilding sites across the world. Our goal is to rebuild damaged ecosystems through the removal of invasive plants and animals, restoring key wildlife and ecological functions, thereby creating more diverse and resilient landscapes in which animals and people can thrive together.

Our passion and proven track record will enable us to make bold decisions and develop pioneering techniques, while our technical expertise and scientific research will help us to tackle each problem with the most appropriate conservation action.

REF connect

Restoring the health of our planet requires people to positively change how they value the environment. The first step is to build a strong emotional connection between people and the natural world. Across the globe, increasing urbanisation has broken connections with the rhythms and balances of nature, which has eroded our sense of belonging, empathy and sense of responsibility for the world we live in.

The concept of connecting with nature is very powerful, it makes nature relevant to people's daily lives and their well-being. While people's relationship with their environment differs radically across the world, we believe there are fundamental approaches that can be adopted to support locally relevant efforts across our rewilding sites to build strong and positive bonds with nature.

Our zoo will be a place for visitors to engage with the natural world and get up close to some of the rarest animals on Earth. We will create new experiences that allow visitors to touch, see, hear and feel nature first hand.

A large tortoise is walking across a rocky, reddish-brown terrain. The background shows a natural landscape with dry grasses, shrubs, and trees under a cloudy sky. The word 'Responsibility' is written in a large, white, brush-stroke font across the top of the image, with the letters 'R' and 'E' being significantly larger than the rest of the word.

Responsibility

Never before has one species wielded such power to impact the planet. Our world is being destroyed and it is our duty to take responsibility for our actions which are devastating the life support system upon which we, and all species, rely to survive.

In the words of Gerald Durrell: "The world is as delicate and as complicated as a spider's web. If you touch one thread you send shudders running through all the other threads. We are not just touching the web; we are tearing great holes in it."

But like a spider's web, we can also rebuild the threads, making new connections between animals and their habitats. We can return important functions and processes that will make those systems resilient to future change. At Durrell we will harness the combined capabilities of our zoo, our field programmes, our science and our training to enable a global step-change in the impact we have on the world.

However, the necessary scale of change requires us, as a community, to take responsibility for our daily actions and lifestyles. To support this change, we will use our zoo as a hub to educate and demonstrate the value of the natural world, the inter-connectedness between all lifeforms and the benefits that living sustainably can bring.

REWILDING SITES

We will focus on long-term restoration of ecosystems in ten of the world's major terrestrial biomes.

These sites will form the focus of our future conservation efforts, around which we will also have an extensive number of partnership projects. Each rewilding site will develop specific approaches to the recovery of highly threatened species. Our aim is to become a leader of rewilding, an approach that recovers species via the restoration of their broader ecosystems.

We are working with local partner organisations to set ambitious visions for each rewilding site for restoring key wildlife species, habitats and natural processes. In the near-term, we must continue to focus on addressing the main human-driven threats through targeted actions which are regularly monitored to ensure they are effective.

Our rewilding sites must have a high conservation need, where we can develop conservation approaches that can be applied to other species or ecosystems in the future. We have chosen ten sites that are representative of the world's major terrestrial biomes and have chosen locations where we have a strong legacy of engagement to enable more effective collaboration and action on the ground.

SAINT LUCIA

DRY FOREST

GOAL

ESTABLISH A 'MAINLAND ISLAND' MANAGEMENT AREA TO ALLOW NATIVE FOREST AND WILDLIFE TO FLOURISH

SPECIES

WHITE BREASTED THRASHER, SAINT LUCIA RACER, WHIPTAIL LIZARDS, SAINT LUCIA PARROT

KEY ISSUES

Invasive species, tourism and urban development, climate change, habitat degradation

With invasive species across the whole of Saint Lucia, many endemic species are restricted to tiny offshore islands. Our vision is to establish a mainland island management area where native wildlife and ecological processes can be restored and the public can experience a truly rich Caribbean dry forest.

KEY PARTNERS

Government of Saint Lucia, Saint Lucia National Trust, Fauna and Flora International

© Eleanor Holt

MADAGASCAR

WETLANDS

GOAL

RESTORE HEALTHY WETLANDS FOR PEOPLE AND WILDLIFE

SPECIES

ALAOTRAN GENTLE LEMUR, MADAGASCAR POCHARD, MADAGASCAR POND HERON, RERE TURTLE

KEY ISSUES

Habitat loss due to unsustainable agriculture, over-fishing, invasive species, degraded ecosystem function and biodiversity

Wetlands are the most degraded ecosystem in Madagascar. They are lifeblood for millions of Malagasy people and home to many species found nowhere else. Our goal is to rebuild a series of healthy, functioning wetlands for wildlife and the people who rely on them.

KEY PARTNERS

Government of Madagascar, Wildfowl and Wetlands Trust, Madagascar Wildlife Conservation, Asity Madagascar, OSDRM

Alaotran gentle lemur © Chris Scarffe www.chrisscarffe.com

INDIA

TERAI GRASSLANDS

GOAL
REBUILD RICH AND DIVERSE GRASSLANDS IN INDIA FOR NATIVE WILDLIFE

SPECIES
PYGMY HOG, BARASINGHA, BENGAL FLORICAN, HISPID HARE, BUFFALO, ONE-HORNED RHINO, BENGAL TIGER

KEY ISSUES
Conversion of grasslands, change in ecological processes maintaining grasslands, extensive cattle grazing

The Terai grasslands once ran the length of the Himalayas in northern India. But many of these rich habitats have been lost or converted. They remain home to iconic species such as tiger and Indian rhino. Our goal is to restore whole grasslands, enable the expansion of herbivore populations and important species such as pygmy hog in the Assamese terai.

KEY PARTNERS
Aaranyak, Ecosystems India, Government of Assam, Government of India, IUCN Wild Pig Specialist Group.

Pygmy hog © Craig Jones

GOAL
PROTECT AND RESTORE THE MOST THREATENED FORESTS AND THEIR SPECIES

SPECIES
GIANT JUMPING RAT, FOSSA, NARROW STRIPED MONGOOSE, KAPIDOLO, AYE-AYE, BROWN LEMURS, MOUSE LEMURS

KEY ISSUES
Widespread deforestation for conversion to agriculture, grazing lands and charcoal production

Dry forests in Madagascar are being converted to agriculture at an unprecedented rate. With local communities we must find ways to stem this pressure and develop positive models for the protection and future restoration of the dry forest and its native wildlife.

KEY PARTNERS
Government of Madagascar, Association Fanamby, Madagascar National Parks, CNFEREF.

Mouse lemur © Chris Scarffe www.chrisscarffe.com

MADAGASCAR

DRY FORESTS

SUMATRA

RAINFOREST

GOAL
CREATE A HAVEN FOR CRITICALLY ENDANGERED WILDLIFE
IN THE FACE OF SOUTH EAST ASIA'S BIODIVERSITY CRISIS

SPECIES
SUMATRAN LAUGHINGTHRUSH,
STRAW-HEADED BULBUL,
SUMATRAN ORANGUTAN

KEY ISSUES
Illegal wildlife trade and habitat loss
due to commercial agriculture

Working closely with the Sumatran Orangutan Conservation Programme (SOCP), Durrell will support the design and build of the 'Haven', a conservation and education centre near the city of Medan. The Haven will become a hub for training, captive management of highly threatened species and a centre from which we can explore the Sumatran forests.

KEY PARTNERS
Sumatran Orangutan Conservation Programme

Sumatran orangutan © Tiffany Lang

BRAZIL

ATLANTIC FOREST

GOAL
RECONNECT ATLANTIC FOREST
PATCHES TO REBUILD POPULATIONS
OF HIGHLY THREATENED SPECIES

SPECIES
BLACK LION TAMARIN, BUFFY TUFTED-EAR
MARMOSET

KEY ISSUES
Forest loss and degradation due to subsistence
and commercial agriculture

We will support the rebuilding of black lion tamarin populations and those of other primates in the last fragments of Brazilian Atlantic Forest, by taking our decades of experience working with these monkeys in captivity into the wild. Through specialised management techniques, such as providing artificial nesting sites, we will help tamarins and other animals make full use of the tree corridors that connect isolated forest fragments, a model that can be transferred to many other conservation scenarios.

KEY PARTNERS
Instituto de Pesquisas Ecológicas,
Chico Mendes Institute for Biodiversity
Conservation

© Center for International
Forestry Research (CIFOR)

JERSEY COASTLANDS

GOAL
RESTORE SPECIES TO JERSEY'S
COASTLAND HABITATS AND CONNECT
PEOPLE TO NATURE

SPECIES
RED-BILLED CHOUGH, GRASS SNAKE, AGILE
FROG, SEABIRDS, RED KITE, WHITE STORK, PUFFIN

KEY ISSUES
Heavily degraded coastland habitats, missing wildlife
and ecological functions, abandoned farmland

Our home in Jersey has a dramatic coastline, and a great deal of it is now managed as Jersey National Park. However, much of the island's wildlife has been lost over time. We will work with our long-term partners in Jersey and build on our experience restoring threatened island ecosystems to bring back some of Jersey's original species and use them to connect our community and visitors to their natural heritage.

KEY PARTNERS
States of Jersey, National Trust for Jersey

Red-billed chough © Elizabeth Corny

www.JamesWarwick.co.uk

GOAL
REWILD TEMPERATE FORESTS AND
ICONIC LOST SPECIES

SPECIES
BEAVER, PINE MARTEN, WILDCAT, WHITE-
TAILED EAGLE, WHITE STORK

KEY ISSUES
Lack of forest recovery due to over-grazing
and other land management practices, missing
wildlife and ecological functions

Britain's own plants and animals have suffered as badly or even worse than the wildlife of many other countries from the impacts of intensive agriculture and climate change. We will form partnerships with organisations and rural communities to undertake a landscape-scale rewilding project to restore wild habitats and ecological processes, using our skills to bring back missing iconic wildlife, and ensuring local people will benefit.

KEY PARTNERS
To be formed

BRITAIN
TEMPERATE FOREST

MAURITUS

ISLAND ECOSYSTEMS

GOAL

REBUILD THE ROUND ISLAND ECOSYSTEM AS A GLOBAL CASE STUDY FOR ISLAND REWILDING

SPECIES

ROUND ISLAND BOA, GUENTHER'S GECKO, TELFAIR'S SKINK, SEABIRDS, GIANT TORTOISES, FLIGHTLESS RAILS, TARANTULAS

KEY ISSUES

Invasive species, climate change, habitat degradation, ecosystem dysfunction

Much of the native wildlife of Mauritius is restricted to a series of tiny offshore islands. These islands have benefited from decades of conservation investment. Now Durrell aims to focus on Round Island as a global model for the rewilding of whole island ecosystems, where the different connections and pathways between species are understood and are used to create diverse and functional ecosystems.

KEY PARTNERS

National Parks and Conservation Service, Forestry Service (Government of Mauritius), Mauritian Wildlife Foundation



Telfair's Skink © Nik Cole

FLOREANA ISLAND

GALAPAGOS ARCHIPELAGO

GOAL

RECOVER NATIVE AND THREATENED SPECIES TO SUPPORT THE RESTORATION OF FLOREANA ISLAND

SPECIES

FLOREANA MOCKINGBIRD, FLOREANA RACER SNAKE, DARWIN'S FINCHES, REPTILES, SHORT-EARED OWL

KEY ISSUES

Invasive species, climate change, habitat degradation, ecosystem dysfunction

The restoration of Floreana Island in the Galapagos is the focus of a major multi-partner recovery programme. Durrell is joining this partnership to focus on the recovery of many native species following the planned removal of rats and mice. This bold and challenging restoration programme will be a major global example of island recovery and will provide an important training ground for conservationists from around the world.

KEY PARTNERS

Galapagos National Park Directorate, Galapagos Biosecurity Agency, Island Conservation, Ministry of Agriculture, Floreana Parish Council, Galapagos Conservation Trust

our APPROACH

Our organisational 'Theory of Change' visualises how the different parts of Durrell are working together to achieve, by 2025, our four mission results. It demonstrates how we will scale up our impacts on the ground to help drive a step change in global conservation efforts, and provides a framework for how we will measure the success of our new strategy.

OUR INVESTMENT

SCIENCE

Our Conservation Science team works across our mission to provide evidence to guide our conservation strategies, monitor effectiveness of our actions and evaluate the impact we are achieving.

REWILDING SITES

Through our Field Programmes or local partners, we deliver hands-on conservation to combat human-driven threats, support local communities, recover threatened or missing wildlife, and restore ecological functions and habitats.

ZOO

At Jersey Zoo we deliver endangered species breeding programmes, develop specialist animal management and breeding techniques and skills, and provide a 'wild' zoo experience for our visitors to more closely connect with nature.

CONSERVATION TRAINING

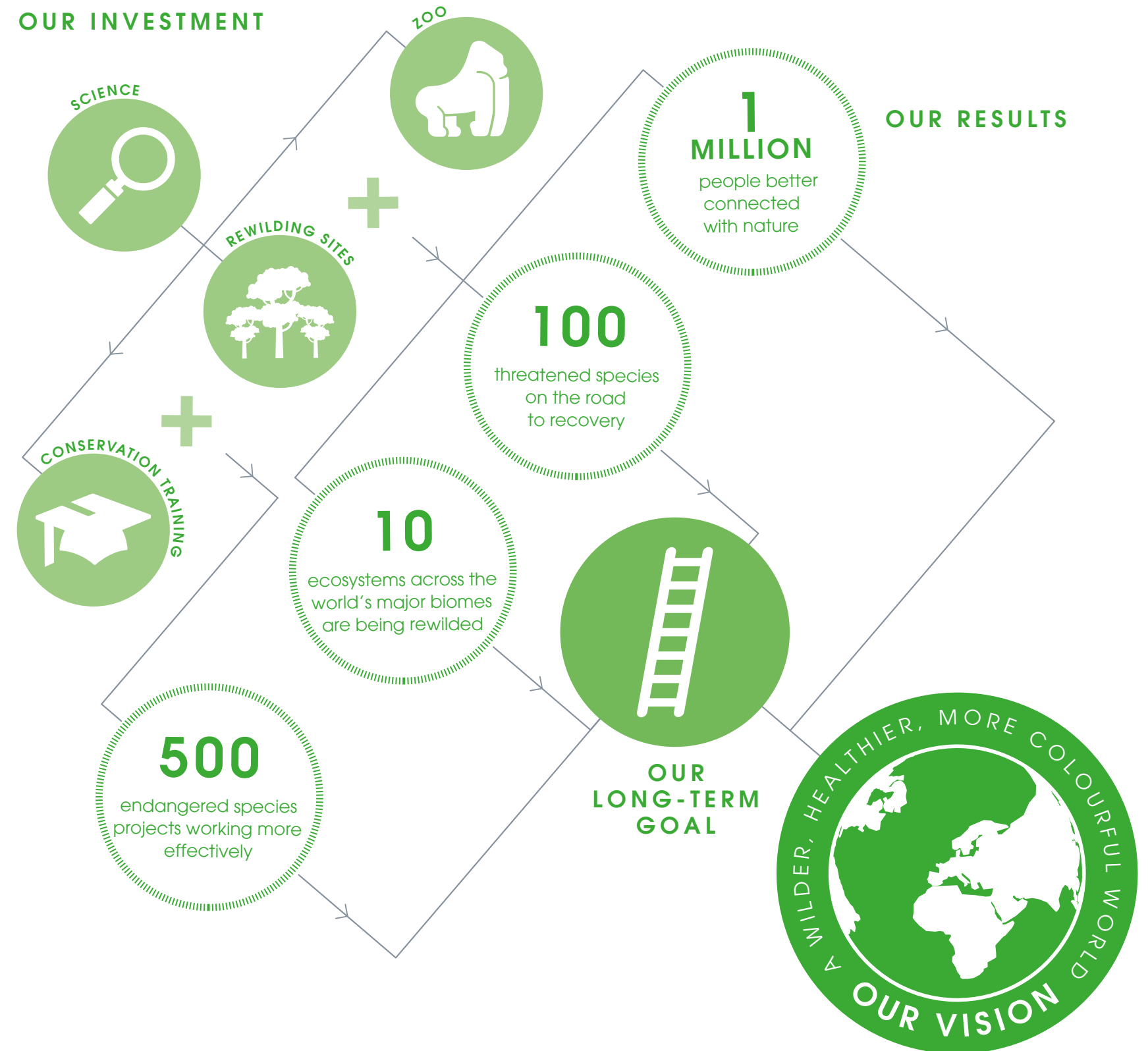
Through our Academies in Jersey and Mauritius we deliver specialist training and capacity building to enable conservationists and partner organisations in our priority regions to become more effective.

OUR LONG-TERM GOAL

A STEP CHANGE IN GLOBAL CONSERVATION EFFORTS

We draw on the lessons learned in the delivery of our mission to develop the science and best practice of species recovery and rewilding. Through partnerships, we influence the strategies and policies of the zoo and conservation communities, helping drive a step change in global conservation efforts.

OUR INVESTMENT



our ZOO

At Jersey Zoo we will blur the barriers between animals and people by creating a wilder and more immersive experience for visitors.

Zoos provide a window into the wild, connecting visitors to wildlife and educating audiences about conservation issues and the part that they can play in helping to save endangered species. Bringing people closer to the animals will help connect them to nature and inspire them to take responsibility for the world in which we live.

As human society becomes increasingly urbanised this role will become ever more important, as zoos become the only tangible contact many people may have with wild animals. The responsibility of zoos has never been greater and the emergence of the zoo-based conservation organisation is due in large part to the work that Durrell has always promoted, fulfilling the vision of our founder.

We will refine our animal collection to drive further development of our conservation expertise and the skills of our staff and trainees. Together with our partner zoos we will directly support conservation through breeding programmes, by providing technical expertise, by conducting research that informs conservation action, and through directly funding or running conservation programmes in the wild.

By working collaboratively with one another and with conservation partners, and by engaging and inspiring audiences and communities, zoos have a fundamental place in future society and will fulfil their true potential – reconnecting people with nature, saving species and creating a wilder world.



our TRAINING

Our focus will be on enabling conservation leaders and organisations around our rewilding sites to deliver more effective conservation programmes.

We have a long history of training and supporting the next generation of conservationists around the world. To drive widespread change, we need to recruit young people who are passionate and dedicated to the conservation cause.

Our founder believed strongly in the importance of sharing knowledge and skills with conservationists around the world, especially in the countries where the pressures are the greatest. For over three decades our training has inspired and equipped students with the skills they need.

With our academies in Jersey and Mauritius as hubs, we will scale up our efforts to enhance the quality, reach and effectiveness of the training we provide. We also aim to explore the establishment of new training hubs and relationships associated with rewilding sites and to reach out to new partners to expand the range of training opportunities available. Ultimately, we aim to deepen the impact our training can have on both individuals and institutions engaged in the conservation of the natural world.

our GLOBAL INFLUENCE

Our global initiatives support our long-term goal of driving a step change in international conservation effort to save and recover threatened wildlife.



Our global initiatives are all focused on our long-term goal of driving a significant increase in the international effort to save threatened wildlife and support its recovery. Durrell will emphasise four areas of conservation action and policy where we believe we can have a greater influence on the actions of the broader conservation community.

Leading the way with science

Developing the science and best practice of endangered species recovery and rewilding will be an important new initiative for Durrell. We will focus our efforts on measuring conservation effectiveness and success by publishing more case studies and working with the IUCN and the zoo community on designing a global standard and mechanism to assess and track species conservation success. Our aim is to guide conservation practitioners and improve their effectiveness.

Saving Amphibians from Extinction (SAFE)

Amphibians are by far the most threatened group of vertebrate species. The SAFE programme integrates our zoo, training, field and science departments, to deliver a series of integrated species recovery projects, alongside providing support to optimise the effectiveness of regionally-based conservation partners in Madagascar, Western Caribbean, Tropical Andes and in the future in Sri Lanka.

Sharing our knowledge

There is increasing appetite among species-focused conservation practitioners to share good practice and learning in order to become more effective as the conservation community battles against the species extinction crisis. Our experience with Durrell's graduate network indicates that a more formalised practitioner network would be an effective mechanism for influencing the efforts of species conservationists across the world.

Scaling up small mammal conservation

The purpose of the IUCN Small Mammal Specialist Group is to better understand the global conservation status of the small species that make up over half of known mammals. Very little is known about these species and therefore they need our help. We are leading the Red List assessment process for 3,000 species of small mammal and using the data to set global conservation priorities. We are also working with zoo networks to increase captive breeding programmes and to support field research.

our PEOPLE

Conservation is delivered by people. We are reliant on the dedication, passion and support of our staff, partners, students and volunteers to deliver our conservation goals.

Durrell is a small but diverse organisation, with approximately 160 people working across the world. We collaborate with over 50 different institutions from universities, NGOs, government agencies to the local communities who are so important to delivering our work on the ground.

We are proud that some of our staff have been recognised globally for their commitment and impact on conservation. In 2016, Professor Carl Jones, our Chief Scientist, was awarded the prestigious Indianapolis Prize for his major victories in saving species from extinction. Our Head of Landscape Conservation in Madagascar, Dr. Herizo Andrianandrasana was awarded the 2014 Tusk Award for Emerging Leaders in Conservation, and in 2016 Juliette Veloso won a Whitley Award for her work on saving the Critically Endangered side-necked turtle in Madagascar. We have also had three staff recognised as Disney Conservation Heroes.

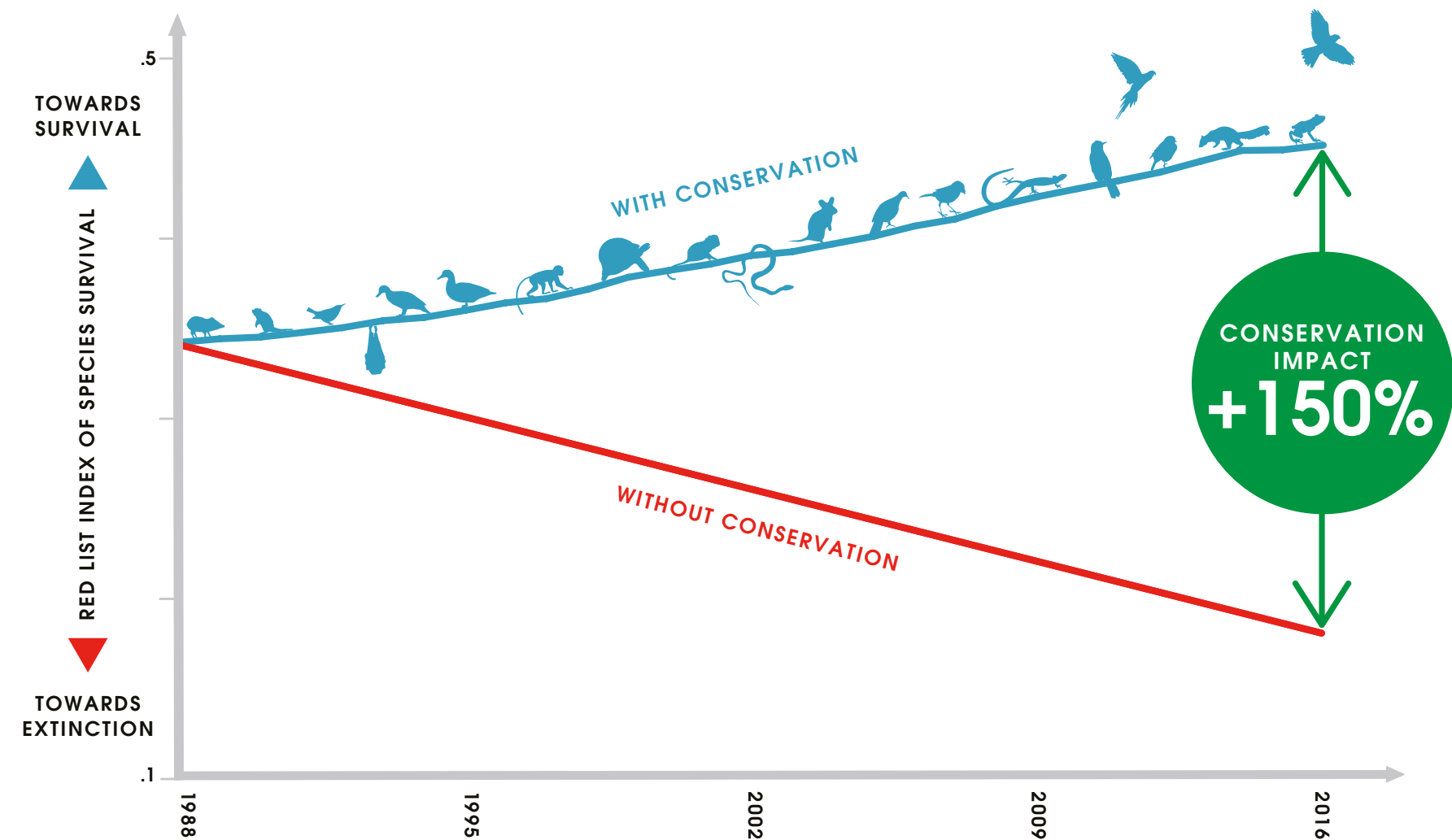
As we invest in the development of others, we will also improve our own effectiveness. We will build stronger links between the core pillars of our organisation, enable our staff to expand their skillset and institutionally learn new approaches and techniques.

our IMPACT

“I DO ASSURE
YOU, THE WORLD
NEEDS DURRELL”

SIR DAVID ATTENBOROUGH

We know that with enough time, knowledge and commitment, our hands-on approach to conservation works and we can prove it. Through the Durrell Index we are able to track the threats facing our species, the actions we take, and evaluate the difference we make to wild species, ecosystems and people: our impact.



As part of the Durrell Index, we use the industry best-practice 'Red List Index' as an indicator of success for our mission. It tracks how the survival chances of our target species have changed over time. The top line on the graph shows they have markedly improved, including 14 species we have helped save from near certain extinction. We compared these results to a scenario in which no conservation action was taken which showed our species would have declined significantly without help. The difference is

our overall impact – an improvement of 150%; proof that our conservation approach works.

We are continuing to improve our conservation monitoring and evaluation systems in order to constantly learn and improve, effectively allocate our resources and invest our funding into programmes that get the best possible results.

WWW.DURRELL.ORG/INDEX



GENERATION REWILD

WILD THINGS

We're surrounded and protected by a layer of air,
in a great endless universe where life is so rare.
On a planet of wonder, made of oceans and lands,
whose future health rests in all of our hands.

Its surface is covered in wonderful things,
that walk and talk and think and swing.
With lizards and plants, and fishes and birds,
and insects and mammals that travel in herds.


It's a land full of trees that reach for the sky,
where birds, bats and bugs flap their wings and fly.
While armies of ants form nice tidy lines,
as they march across forests and fungus and vines.

Where colourful creatures of all shapes and sizes,
live out their lives as the sun sets and rises.
Some sleep in the day and come out at night,
while others prefer to play when it's light.

Where raindrops make rivers that flow to the sea,
so that creatures of all colours can roam far and free.
Where web-footed critters paddle and play,
as wave after wave rise and fall every day.

In an endless universe where life is so rare,
there's a precious planet, we wild things share.
It's a place of wonder, filled with colourful lands,
and its future health rests in our powerful hands.

Composed for the voices of Generation Rewild



Our supporters, be they members, visitors, partners or donors, are vital to our mission.

We are forever indebted to all those who have chosen to support our cause through their time, energy and funding. We could not exist without these supporters who share our passion.

We would like to particularly thank the Balcombe Charitable Trust for their support, commitment and belief in us with the development of this future vision and strategy.

We place a strong importance on being able to demonstrate how the support we receive enables us to directly make a difference and we will continue to use world-class science to drive and deliver the measurement of our impact.

This strategy sets out a vision and plan for Durrell to have a greater and bolder impact on the world, because the pressures we face demand it. We hope you will join us in this vision to create a wilder, healthier, more colourful world.

our
SUPPORTERS



RE Wild OURSELVES

DURRELL WILDLIFE CONSERVATION TRUST
is a member of the Association of Jersey Charities,
membership number 69.

PATRON HRH The Princess Royal
FOUNDER Gerald Durrell, OBE, LHD
HONORARY DIRECTOR Lee Durrell, MBE, PhD

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