



Impact Report 2021



Contents

- 1 Introduction**
- 2 Zambia in 2021**
 - 2 COVID-19 in Zambia
 - 3 Zambia's economy and politics in 2021
 - 4 Wildlife Crime: a Wicked Problem
 - 5 Overall Results by Department of National Parks and Wildlife (DNPW) through WCP Support
- 6 WCP Achievements in 2021**
 - 6 Law Enforcement
 - 9 DNPW Detection Dog Unit
 - 10 Regional Coordination: Alinea Project
 - 13 Semantic (Cortex) Database System
 - 14 Wildlife Criminal Justice
 - 15 Highlighted Cases
 - 17 Protect the Pangolins
 - 18 Awareness
 - 18 This is Not a Game
 - 19 Women for Conservation
 - 19 2021 Highlights
 - 20 Conservation Careers Fair (CCF) 2021
 - 23 Zambian Media Engagement on Wildlife Issues
- 24 Acknowledgements**



Introduction

In 2021, Wildlife Crime Prevention (WCP) continued to experience challenges due to COVID-19, emerging Delta and Omicron variants, and associated restrictions. The year started with the presidential elections scheduled for August, causing uncertainty in the country about government positions and efforts.

However, among the challenges, WCP identified many opportunities. As in other countries, the lockdowns have disrupted global trade links and, therefore, curtailed some of the transport routes used by the illegal wildlife trade (IWT)¹. Reductions were observed in poaching and trafficking across Zambia. However, there were also increases in seizures of some products including illegal bushmeat. Of course, this disruption could be temporary, and the situation may change as the lockdowns are eased around the world.

The new Zambian government led by His Excellency President Hakainde Hichilema has indicated support for biodiversity and environmental challenges. In December 2021, WCP met with the new Minister of Tourism and Arts, Rodney Sikumba, and Permanent Secretary, Evans Muhango, to discuss our objectives.

President Hichilema established the new Ministry of Green Economy and Environment, which is tasked with sustainability issues, helping to safeguard Zambia's biodiversity. Further the new government's crackdown on corruption may help to curb the illicit facilitation of IWT through Zambia's borders and the high-level traffickers who have enjoyed political cover. The new president has also announced increased press freedom, which may support tackling corruption, IWT and awareness activities.

A lesson that has been learnt globally through the pandemic is that human health is linked to the state of biodiversity and climate change. Such "One Health" strategies are closely aligned to WCP's values. Climate change is a driver of biodiversity loss through increased

land use for subsistence agriculture, resulting in land degradation. It is vital to incorporate measures to tackle IWT with measures that address human health, biodiversity loss and climate change. All must be viewed together rather than separately for activities and interventions to be effective.

WCP has a broad strategy for tackling IWT through law enforcement, criminal justice, awareness behaviour change campaigns and criminal reform. In addition to this, we will explore activities to help address some of the illegal timber trade challenges and deforestation for charcoal use.

In 2022, WCP will continue building relationships with government agencies such as the Drug Enforcement Commission (DEC) and the Zambia Correctional Services (ZCS). This flexible remit enables us to tackle IWT through intersectionality with public health, climate change and poverty alleviation. WCP is uniquely positioned at grass roots level in Zambia to tackle IWT from supply to demand. Through relationships with government and partner organisations, we can focus on evidence-based interventions, and the resulting trends discovered are used to inform our future strategy to enhance our overall impact.

We, at WCP, are grateful for the support of our partners and donors during this difficult period. The global pandemic has highlighted the dangers posed by the illegal wildlife trade, not only to biodiversity but also directly to humans, risking exposure to new zoonotic diseases. Conservation organisations, such as ourselves, have become central to sustainable development.

¹ South Africa National Parks Annual Report 2019/2020

Zambia in 2021

COVID-19 in Zambia

In Zambia, from 3 January 2020 to 28 January 2022, there have been 304,002 confirmed cases of COVID-19 with 3,907 deaths, reported to the World Health Organisation (WHO). By 17 November 2021, a total of 1,041,441 vaccine doses had been administered.²

The Delta variant caused an increase in cases in June/July 2021 which plateaued again until December when we saw the Omicron variant emerge. On 17 June 2021, the government closed schools for three weeks and universities for one month. All conferences and workshops were suspended, and international travel restrictions were imposed. The meeting and workshop restrictions were only lifted on 3 October 2021. International travel is starting to ease although at the beginning of 2022 the Zambian government still required a PCR test on departures and arrivals.

Due to global travel restrictions, the Zambian safari tourism industry suffered a decline, which impacted employment in several rural areas around national parks. A World Bank survey of households in Zambia found that 71% of respondents in the tourism sector reported experiencing job loss in 2020.³ Local tourism associations estimate that the COVID-19 pandemic reduced sector revenue (a percentage of which is often used to support conservation efforts) by \$300 million in 2020. Businesses in this sector have identified creative ways to stay open and reduced prices to entice domestic tourists, but many have expressed concerns that they may have to sell assets if the environment does not improve.⁴

2 World Health Organisation: accessed on 31 January 2022 <https://covid19.who.int/region/afro/country/zm>

3 Finn, Arden; Zadel, Andrew. 2020. Monitoring COVID-19 Impacts on Households in Zambia, Report No. 1 : Results from a High-Frequency Phone Survey of Households. World Bank, Washington, DC. © World Bank. <https://openknowledge.worldbank.org/handle/10986/34459> License: CC BY 3.0 IGO.

4 International Trade Association: accessed on 31 January 2022 <https://www.trade.gov/country-commercial-guides/zambia-travel-and-tourism>



Zambia's economy and politics in 2021

General elections were held in Zambia on 12 August 2021. Hakainde Hichilema of the United Party for National Development was elected president, defeating incumbent Edgar Lungu of the Patriotic Front.

On 16 August, former President Lungu conceded defeat in a televised statement, sending a letter and congratulating Hichilema. The transition of power was conducted relatively quickly and peacefully. Since coming into power, the new government has shown support for a free and transparent media, started to crack down on corrupt officials and to support the green economy.

The International Monetary Fund (IMF) reached an agreement with the Zambian authorities in December 2021 on a three-year lending programme worth around \$1.4bn that will help the country restructure its extensive debts. It is hoped that the Extended Credit Facility programme will be agreed by June or July 2022. This agreement has resulted in a renewed confidence in foreign investment in Zambia.

Wildlife Crime: a Wicked Problem

“Conservation is not rocket science; it is far more complex. Rocket flight obeys well-understood laws, is predictable, and varies in only four dimensions, thus most rockets reach their targets and, when they do not, the reasons are likely to be obvious. Most conservation actions, in contrast, cannot be assured of reaching their target. The uncertainties are large due to the fact that most conservation problems are embedded in socioecological systems possessing all the characteristics of “complex systems...”

– Edward Game and colleagues, 2013

Wildlife crime is a “wicked problem”. Wicked problems are often described as difficult, if not impossible, to solve because solutions cannot be true or false, just good or bad. Solving wicked problems is like squeezing a balloon. If you cannot find a way to let the air out, squeezing one side simply shifts air to the other. This means you may accidentally make another problem worse, but also reminds you that without keeping your hand on the balloon, the air can come right back in.

Wildlife crime is no different. Without a focused and adaptive strategy, solving this wicked problem is impossible. Focus helps organisations see that a problem, such as bushmeat hunting, is usually a collection of more specific, interrelated problems. Each one might involve different people, target species, hunting methods and markets. Rather than try to solve all of these at once, picking one, perhaps the most harmful, helps reduce some of the complexity.

Being focused does not require being rigid. Wicked problems are constantly evolving. Wildlife crime and the players involved change. Markets emerge, transportation routes shift, and new actors join networks. At the same time, government agencies and civil society organisations working in wildlife protection also change, often resulting in new management and different priorities. Thus wicked problems require flexible teams of problem solvers who are not reliant on a single tool or system.

All of these themes are important to think about in the context of wicked problems. With limited resources and wicked problems such as poverty, climate change, health care, and food insecurity in the same landscapes, is wildlife crime prevention possible? Absolutely, but not without proper planning and collaboration.

This is one reason why sustainable programmes are important. It takes time to understand problems, set baselines, and learn how wildlife crime links to populations and economies as well as other wicked problems. Building the right team of experienced and committed professionals is crucial for creating impact; unfortunately, this process is rarely easy or efficient.

This of course is hampered by high turnover in an organisation or its partners; especially at the senior level. When “*new leadership = new strategy*”, it is extremely difficult to address wicked problems. Dedicated individuals, with the proper authority to collaborate and share information, sit at the heart of a good problem-solving team. They need time to do their work, but also direction from decision makers who want to help address the problem. When decision makers are not interested or are constantly rotating, these conditions are unlikely to be met.

Ultimately, the ability of populations to solve wicked wildlife crime problems is largely reliant on their desire to do so. Getting people from different agencies and organisations to work together is not easy, especially in crime prevention. Wildlife protection efforts should look for ways to complement the harm reduction missions of other organisations. At the same time, they should be ready to participate in “non-wildlife crime” activities, with the understanding that reducing one wicked problem might be the most effective way to reduce another.

Some of the themes highlighted in this year’s WCP impact report include:



The **importance** of conservation in climate change



The **need** for sustainable and stable conservation programmes



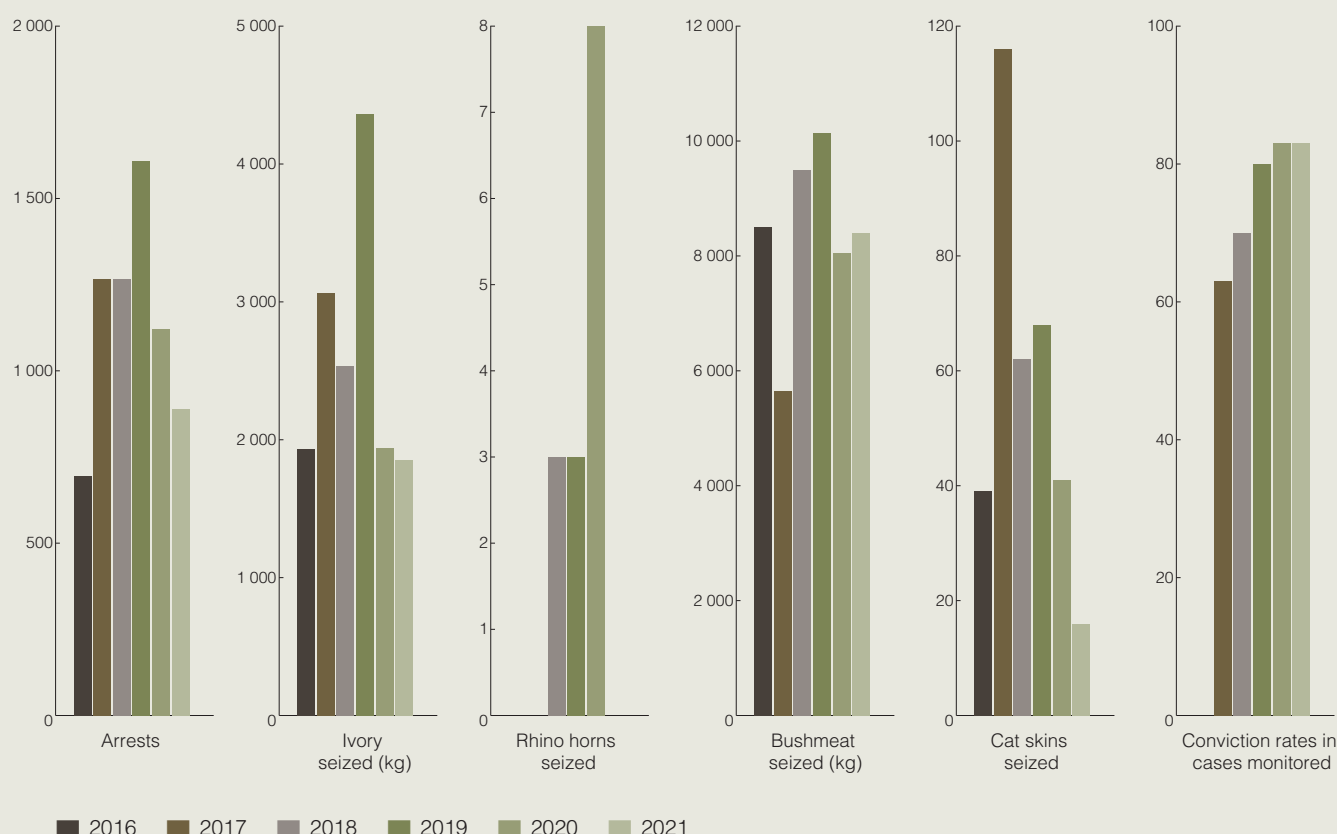
Challenges related to constant turnover in the management and executive teams of partner organisations

– AM Lemieux is a mentor for the WCP analyst team.

Overall Results by Department of National Parks and Wildlife (DNPW) through WCP Support

Results	2016	2017	2018	2019	2020	2021	Total
Law enforcement units supported ⁵	12	17	23	26	24	24	
Arrests	695	1,265	1,266	1,608	1,122	889	6,845
Ivory seized (kg)	1,932	3,062	2,535	4,366	1,939	1,854	15,688
Rhino horns seized	0	0	3	3	8	0	14
Bushmeat seized (kg)	8,500	5,656	9,504	10,133	8,048	8,403	50,244
Pangolins seized	65	70	80	163	162	135	675
Cat skins seized	39	116	62	68	41	16	342
Weapons seized	158	390	468	313	187	178	1,694
Conviction rates in cases monitored		63%	70%	80%	83%	83%	

5 DNPW Units including Intelligence and Investigations Units (IIU), Rapid Deployment Units (RDT) and Detection Dog Unit (DDU)



WCP Achievements in 2021

Law Enforcement

In Zambia and throughout the region, law enforcement agencies face many difficult challenges in their mandate to tackle illegal wildlife trade. The most significant challenge is the international nature of these crimes with actors and contraband often crossing national borders and jurisdictions.

Long term, multi-agency coordination, strategic and well-planned action is needed for any response to the illegal wildlife trade to be effective. Therefore, the involvement of multiple law enforcement agencies from different jurisdictions, where possible supported by stakeholders, is vital.





Law enforcement agencies can only address criminal activities if they are able and equipped to proactively investigate them. The ability to detect these crimes is contingent on a mandated law enforcement agency having the resources, skills and understanding to tackle the issues. Criminal activities operate over vast geographic areas (localised law enforcement may only displace criminal activities) and utilise multiple methods of transport and transport routes. Many of the historical illegal wildlife trade interventions, through regional and global strategies, only address the problem in terms of its observable effects rather than trying to eliminate the underlying root causes and organisational weaknesses. WCP seeks to identify and tackle some of the underlying root causes and support mandated organisations in and outside of Zambia to increase capacity and resources to provide useful solutions to effect real, long-term change.

WCP's mandate is to ensure long-term and sustainable support to our main government partners: the Department of National Parks and Wildlife (DNPW), National Prosecution Authority (NPA) and the Drug Enforcement Commission (DEC). We provide security, data analysis, capacity development, advocacy, effective prosecutions and sentencing, national and international law enforcement cooperation, ensuring effective disruption of IWT across a wider geographic area, with increased impact. In scaling this project, WCP also works on understanding the socio-economic drivers of IWT, raising awareness, building competence and identifying best practices, as well as improving cooperation by providing a regional forum for exchanging information on current trends, developing threats and new systems and technology use to fight IWT. It is hoped that this multidisciplinary response has and will continue to have the desired long-term effect to disrupt IWT.

WCP has committed to an effort split of 60% to support increased protection of Zambia's national parks and wildlife and 40% to support the disruption of IWT passing within or through Zambia. Since WCP's inception in 2016, a major increase in arrests and seizures between 2017 and 2019 has been observed. This was predictable because prior to WCP's support only one or two DNPW Investigations and Intelligence Units (IIUs) were financially supported and operational in Zambia. By 2020, it was hoped that the high level of arrests and seizures would have reduced as an expected outcome of the support to several units over the five years. Although arrests and seizures did reduce slightly in 2020, it was difficult to assess if this was due to COVID-19 or due to increased law enforcement support. However, in 2021, with WCP support being provided to the same number of DNPW IIUs (24) the arrest and seizure figures have continued to drop, providing a positive indication that the last five years of support to law enforcement has reduced IWT in Zambia. There remains a long way to go, and unfortunately the pressure must remain constant, but these are encouraging figures to report.

Some highlights and challenges in 2021



ARRESTS

Although the number of **ARRESTS** reduced, it was encouraging to see an increase in the percentage of arrested commercial traders (rather than lower-level poachers) up from 50% to 60%. This indicates a greater impact on high level targets as there are likely to be fewer traders than poachers, indicating a larger overall impact on IWT across Zambia.



IVORY

Although **IVORY** seizures in weight (kgs) reduced in 2021, the actual number of law enforcement operations involving ivory remained consistent at 111 cases (122 in 2020). However, the larger concern is the increase in elephant poaching across national parks and particularly reports of an increase in poaching for meat rather than ivory. An increase in the local market price for ivory has also increased.



PANGOLINS

PANGOLIN seizures reduced slightly from 162 in 2020 to 135 in 2021. The illegal pangolin trade has been a focus for WCP's support to DNPW since 2019. In addition, the local market price has drastically dropped over 2021 which may indicate a reduction of pangolin demand on local markets.



BUSHMEAT

BUSHMEAT seizures remain high. WCP, in consultation with DNPW, have adopted a strategic approach to tackle the illegal bushmeat trade through law enforcement, behaviour change and wildlife criminal justice.



CAT SKINS

Big **CAT SKINS** and parts seizures have significantly dropped in 2021. This could be due to the reduced number of traditional ceremonies and organisations working with local leaders to reduce the use of real skins. WCP continues to closely monitor this illegal trade to identify early warning of any increases especially around the use of lion bones and other parts.

All these results are **credited to DNPW and the dedicated teams that we work with daily.** We are always grateful for their commitment on the front line of disrupting IWT.



DNPW Detection Dog Unit

Poachers and illegal wildlife traders rely on increasingly advanced smuggling techniques along multiple transit/trade routes to keep their activities and commodities hidden from law enforcement authorities. The use of detection dogs has several advantages over other methods of detecting wildlife products.

Compared to human observation, detection dogs have higher effectiveness and efficiency, especially when contraband is hidden among luggage or other products on buses and trucks, or even in concealed compartments. Detection dogs can perceive the smallest concentrations of odours and have a highly evolved ability to discriminate between scents. They are particularly effective in searches where there are time constraints, to reduce inconvenience to travellers or where there is justification for more intense searches. Conservation-associated canine units have proven to be highly successful in the detection of a variety of products such as elephant ivory, rhino horn, felid skins, firearms and ammunition, pangolin and bushmeat.

Since 2017, WCP has been supporting DNPW's Detection Dog Unit (DDU) based in Lusaka, working across the country alongside multiple other canine units (supported by a variety of organisations). The unit is a critical force multiplier in the front line of law enforcement and concentrates on information led operations, accounting for a higher level of success.

In 2021, all WCP supported canines, handlers and guardians were accredited through the American Society of Canine Trainers (ASCT) thanks to Chris Aycock, PhD. In addition, each member of the team along with two DEC handlers spent a month at the South African Wildlife College to improve general handling techniques. Maintenance and increased capacity around dog handling are extremely important for improved operations, team moral and impact.

In 2021, these high operational standards ensured the following results through information led operations across Zambia:

Joint operations with the DNPW Chilanga Rapid Deployment Team

- 46 arrests
- 92.8 kgs ivory seized
- 4 live pangolins seized
- 5.1 kgs pangolin scales seized
- 1 leopard skin seized
- 222 kgs lion and leopard bones seized
- 679.5 kgs bushmeat seized

DDU operations

- 61 arrests
- 1 live pangolin seized
- 2 kgs pangolin scales seized
- 1 leopard skin seized
- 6 hippo teeth seized
- 9 live tortoises seized
- 2,070 kgs bushmeat seized
- 350 kgs Rosewood seized
- 341 kgs copper wire seized





Regional Coordination: Alinea Project

Just like our wildlife, wildlife criminals do not acknowledge country borders. Therefore, to better protect Africa's wildlife, we have broadened WCP's support to work with grassroot initiatives across Africa.

Grassroot initiatives need more than funding to thrive. Since 2020, WCP has been working with organisations in South Africa, Mozambique, Democratic Republic of Congo, Zimbabwe and Botswana to address some of the key conservation challenges, especially around the IWT. Individuals and organisations across the continent are now more than ever motivated to address these persistent conservation problems. WCP believes these small grassroot organisations and individuals can make a real impact with a small amount of seed funding and technical support to develop into key government support organisations in their respective countries.

WCP has provided seed funding, training and one-on-one mentorship to accelerate operational impact and improve programme quality. Although many conservation problems are similar, different countries and areas have individual challenges that need to be addressed.

There are multiple challenges in tackling IWT including navigating government/stakeholder partnerships, fundraising, reporting, organisational capacity, and resources. Learning how to overcome these challenges takes time and human resources.

WCP supports these organisations to enhance motivation, identify priorities, address challenges, build relationships, develop a fund-raising strategy and ensure a safe operational environment for staff and stakeholders. With support and technical advice, motivated organisations can have a large impact with a relatively small amount of seed funding. Organisations can expand efforts, scale operations and increase potential for larger funding resources.

Currently, WCP is supporting six conservation NGOs or individuals through this start-up phase across Southern Africa. This method helps organisations and individuals persevere through challenges and avoid costly mistakes that may waste time, funding and add security risks.

WCP were fortunate to have support from several organisations and funding partners during our start-up phase and hope to be able to provide the same support to individuals and grassroot organisations in return to increase impact and overall security of Africa's wildlife and wild places.

Since 2020, WCP has regranting over US\$5 million to these grassroot organisations and individuals operating outside of Zambia through our regional programme, thanks to several key donors.

We look forward to extending this project and providing more support in the coming years through these

three main objectives:

Supporter

Support and strengthen affiliates across Africa that share common objectives and goal(s)

Enable learning through peer exchange

Support new perspectives/pilots/prototypes to inform/influence operating models

Encourage strong systems and practices around security, Counter Wildlife Trade (CWT), governance and sustainability

Connector

Align the CWT community and development agencies at landscape level

Encourage greater understanding of large scale conservation problems

Encourage creation and adoption of new models where appropriate

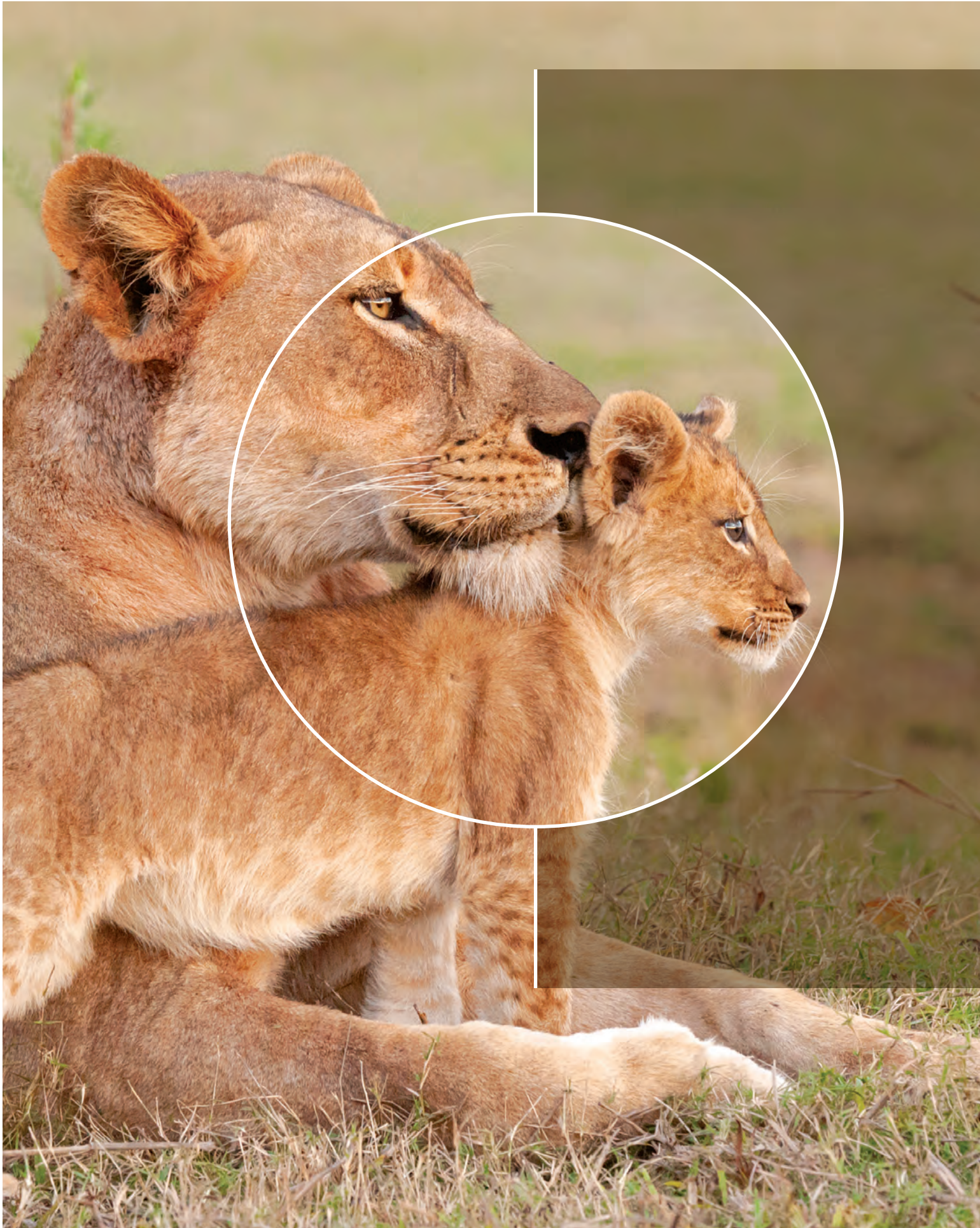
Promotor

Convene non-traditional experts to inform and adapt models

Advocate/encourage government champions – encourage learning and development

Open doors for new and diverse funding streams (greater geographic coverage, increased impact, thematic objectives)





Semantic (Cortex) Database System

Despite international enforcement, tracking the illicit value chain of wildlife poachers, traffickers and consumers has been hindered by gaps in data sharing among agencies, countries, and local stakeholders.

Combating IWT calls for information sharing among governments, NGOs, research institutions and enforcement officials to facilitate a greater understanding of changing threats across regions. This requires an intuitive intelligence data management application that enables the capture, control and analysis of multi-source data. Cortex database systems is such a tool and with thanks to the Paul Allen Family Foundation several organisations across the country have been able to improve their data management and analytical support.



To date **41 licences** have been administered across the following countries:

- South Africa
- Mozambique
- Zimbabwe
- Namibia
- Zambia
- Kenya
- Tanzania
- Democratic Republic of Congo
- Uganda



Over the last year, **Cortex database training** has been held in

- Kenya
- Mozambique
- Zambia
- Namibia
- Uganda
- South Africa and
- Zimbabwe

Wildlife Criminal Justice

The WCP Justice team consists of nine Zambian lawyers (and one in partnership with Conservation Lower Zambezi) based across the country. These legal assistants play supporting roles liaising between DNPW and the National Prosecution Authority (NPA) to promote effective wildlife crime prosecution and sentencing.

Throughout 2021, in adherence with COVID-19 protocols, WCP legal assistants have continued to monitor cases through communication with investigators and prosecutors with whom they already have good working relationships. Where possible, pre-trial meetings between investigators and prosecutors have been conducted in safe, open spaces or over the phone to continue to ensure good case building and evidence presentation.

In total, in 2021:



542 new wildlife crime court cases throughout Zambia were monitored

Of the monitored cases that concluded in 2021 (n=360) there have been:



In 2021, maintenance of the same conviction rate as 2020 is a successful indication given the political changes and COVID-19, which continues to put pressure on the courts and the prison facilities. Most cases are being well presented by investigators and prosecutors in court and wildlife crime is being taken seriously by magistrates. After four years of activities such as rapid reference guide workshops, magistrate field visits, docket reviews, pre-trial conferences, and ongoing mentorship from legal assistants, the legal programme has had a positive impact on the effective prosecutions and sentencing of wildlife crime in Zambia.

It is also encouraging to see more deviation from the minimum sentences from magistrates. The average sentence for ivory is now over five years and for rhino horn over six years.

During 2021, the average custodial sentence for **all wildlife crime offences monitored by WCP** was **2.5 years** and high value wildlife product sentences have continued to increase above the minimum:



In 2021, all successful convictions coming out of court arose from legal assistants having worked with the WCP awareness team to ensure that a press release is drafted and shared with local media outlets. This ensures that local communities are aware of the serious sentences being given for wildlife crime by the courts.

Highlighted Cases

Stronger sentencing for second offenders

*The People V.
Lastone Zimba*

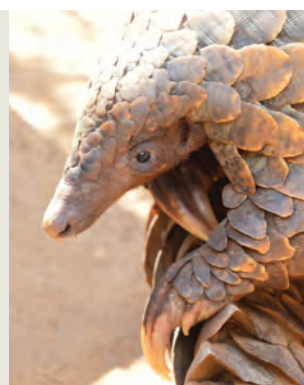
In 2019, Lastone Zimba was arrested by Chinsali IIU and convicted of poaching and illegal possession of ivory and sentenced to seven years. However, he was pardoned and released in 2021 as part of the annual presidential pardons. Unfortunately, almost as soon as he was released, he was arrested again for unlawful hunting, unlawful possession of a firearm and warthog meat in Chama. The magistrate recognised this second offence and sentenced him to nine years, one of the longest sentences passed for wildlife crime in Zambia. Honourable Malata stated that animals just like human beings have rights which must be protected and people like the convict L Zimba, who live in game management areas have a responsibility to protect and safeguard wildlife rather than poach.



Conviction of Zambian Government Officials

*The People V.
Bertha Katanda
and another*

In February, the Lusaka Subordinate Court sentenced Bertha Katanda, a DNPW Wildlife Police Officer, and John Pende, an Officer from the Zambia Police Service, to five years imprisonment with hard labour for unlawful possession of a live pangolin. They were apprehended by DNPW officers in Lusaka on 7 July 2018 while attempting to sell a live pangolin. The jailing of the two officers shows that when it comes to wildlife crime, no one is above the law. DNPW will not tolerate illegal activities and will hold anyone found wanting to account, even within their own ranks.



Conviction of high-profile traders and strong sentencing for large amount of product

*The People V.
Joseph Mulyata and
two others*

Joseph Mulyata and Mark Mukanya were arrested in May 2019 for unlawful possession of elephant ivory, weighing 107 kgs. They appeared before Honorable Ngobola of Mazabuka who, after a long trial of over two years, convicted and sentenced them to seven years imprisonment (two years more than the five-year minimum.)



Other Activities with DNPW, the Judiciary and the National Prosecution Authority in 2021

The Justice team produced a Human Rights in Wildlife Law Enforcement Training video and case study resource which have been endorsed by DNPW to be used nationwide. Four Human Rights training workshops have been facilitated by legal assistants in Kafue National Park this year.

In total in 2021:



17 Rapid Reference Guide workshops were conducted across the country involving 126 DNPW Officers and 141 NPA personnel from 45 Subordinate Courts.



9 Magistrate Field Visits were conducted involving 35 Magistrates from 27 Courts as well as 32 NPA Personnel and 31 DNPW Personnel.

Ongoing quarterly feedback meetings continue in all regions to ensure that DNPW are informed of the progress of wildlife crime cases in court.

Prison monitoring visits have also recommenced since COVID-19 restrictions have lifted. Legal Assistants monitor sentences being served by wildlife inmates. In 2022, prison surveys will commence with Legal Assistants conducting research on drivers of illegal wildlife trade and any possible opportunities for rehabilitation and re-integration to reduce recidivism rates.

Evidence Security and Management

The legal team continue to work with the TRACE network to draft a DNPW standard operating procedure for chain of custody and evidence management and to conduct a nationwide upgrade of priority evidence storage facilities.





Protect the Pangolins

In 2021, a decrease in the number of pangolins seized by DNPW law enforcement teams (135) compared to 2020 (162) was reported, possibly indicating a reduction in the illegal pangolin trade in Zambia.

In 2021,

30 pangolins were received into the DNPW Pangolin Rehabilitation Centre because they were either too physically compromised, wounded or too small to be released directly after seizure. Once they were healthy enough, these pangolins were released safely back into national parks where we can be assured of their future protection.

The DNPW veterinary department in collaboration with the WCP Protect the Pangolin's veterinary technical assistant continue to treat and evaluate the pangolins before their release back into the wild. Methods such as microchipping released pangolins are being trialled, which will enable released pangolins to be identified if they are seized by law enforcement teams again. The clinic is also now benefitting from an ultrasound machine, used to identify pregnant females so that they can be cared for appropriately.

In 2022,

the Protect the Pangolin team will start conducting First Responder Training for law enforcement teams that are likely to come into first contact with seized pangolins. This will ensure that they are able to provide first aid for the vulnerable animals before they reach the rehabilitation centre.

Also in 2022, with thanks to support from the Pangolin Crisis Fund, we look forward to conducting a post-release monitoring programme, with our partners DNPW and Conservation Lower Zambezi, to better understand the survival and distribution rates of released pangolins.

The WCP awareness team will also be working on a better understanding of the drivers of the illegal pangolin trade in Zambia through research, to inform a potential behaviour change campaign.

WCP would like to thank partners who have helped us to care for Zambia's pangolins. Many thanks to the DNPW Veterinary Department for their partnership; UNZA for all their assistance; Tikki Hywood Foundation for advice, our protected area partners for helping with releases, the Miller family, and our donors for this project: the Stadler Family Foundation and Woodtiger Fund.



Awareness

The WCP awareness team have continued their efforts to create a greater understanding of wildlife issues in Zambia.

During COVID-19 restrictions, without the ability to conduct large meetings and events, the awareness team have focused on other channels such as TV, radio, social media and other online methods to disseminate messages.



This is Not a Game

The “This is Not a Game” behaviour change campaign has continued with new activities leveraging further behavioural science concepts. The concept of “edutainment” has been used to infiltrate urban, middle-class audiences through television. A storyline around the dangers of illegal bushmeat was integrated into a very popular Zambian soap opera in May/June 2021 over five episodes.

Mpali focuses on family dynamics within a polygamist household. Known for its relatability, Mpali is by far Zambia’s most popular television show and storylines from its episodes trend weekly on Zambia social media pages. Our storyline centres around three of the show’s most popular characters, who make ill-conceived plans to purchase bushmeat and host a party. The partygoers who consume the illegal meat all fall ill, causing an uproar in the family. Subsequently, the bushmeat trader who sold the meat is found and arrested. This raises awareness about the danger illegal bushmeat poses to people’s health and the legal penalties of bushmeat possession and sale. Over the course of the storyline, characters speak about their decision, its ramifications, and the legal alternatives available.

To complement these episodes, a 10-second version of our previously filmed television advert aired 200 times on Zambezi Magic to emphasise the message that bushmeat is illegal, dangerous and carries diseases.



Women for Conservation

Established in 2017, Women for Conservation is an inclusive network for all gender equality supporters who are interested in wildlife conservation in Zambia to meet, share ideas and opportunities and support each other. Informal quarterly meetings have been held since June 2017. In the last two years, the network has grown a significant following and now has a database of over 375 women. Each event has provided an opportunity for many women who were interested in conservation to engage with conservationists, who are often based at remote field sites to learn more about their work and

challenges. More Zambian women are attending our events. Previously there was a perception that conservation and wildlife are issues only expatriates take interest in, but our events have given urban Zambians, who often cannot afford to travel to protected areas, the opportunity to learn more about the work carried out and find ways to involve themselves in conservation.

In 2021, quarterly networking events continued in person when possible, and remotely when not, with virtual methods being used to continue to support and share news and opportunities with women interested in conservation.



2021 highlights

In early 2021, Women for Conservation spent a day with an all-female community scout unit at Conservation Lower Zambezi discussing the challenges women in this sector face and assisting them with the journey ahead. We also linked the ladies with a member of one of Africa's all-female ranger groups, the Black Mambas based in South Africa.

In November 2021, 19 ladies from the Women for Conservation network took part in Masebe Ranch's annual Tangila Trail Series marathon in Mkushi, held in honour of the late Solomon Chidunuka, a wildlife conservation hero. WCP provided logistical support through transport and food.



Conservation Careers Fair (CCF) 2021

The 2021 fair was once again hosted virtually, with the theme “Redefining conservation”. It was streamed live on Facebook and showcased young Zambian conservationists who shared their stories and advice. The fair was officially opened by the Minister of Education, Hon. Douglas Siyakalima and was held on the 6 and 7 October from 9 am to 5 pm.



Event Summary



2 days
(6 and 7 October)



204,005 people
reached on Facebook

5 speakers
(2 men and 3 women)



2,127 people
reached on Instagram



Social Media Insights

Content generated on both social media platforms reached people across the globe including the United Kingdom and United States of America. Our impact and reach have grown significantly over the last year, proving the success of virtual events of this nature.



The number of **people reached** during the CCF on **Facebook** rose from 134,028 in 2020 to

204,005 in 2021



The number of people **engaging with content of Facebook** during the CCF rose from 17,845 in 2020 to

27,603 in 2021

We also received many positive messages from our audience members during the fair

“Conservation Careers Fair Zambia I really enjoyed the panel discussion. It was on point.”

– ShylayShey Muchimba

“Very inspiring and we have a lot of students stuck after first year natural sciences when they don't make it to medical school or other desired courses. What we need is individuals like you to motivate them and understand that there are a lot of other options for them.”

– Mumba Musonda Mfune

“We are all conservationists because we live in the same environment. I feel it's important to introduce such programmes during the early years so as to build networks early on. Learning a lot.”

– Jay Muchenlenja



▲ Left to right: Natasha Kabanda, Luwi Ngaluka, Mwaba Mwilwa, Maina Malaya and Mirriam Nasilele.

Conservation Careers Fair Success Stories



Remmy Kopeka

(Data analyst – Wildlife Crime Prevention)

first attended the CCF in 2018 and got to know more about WCP at the event. He found out about the event through social media and his friends and travelled from the Copperbelt to attend.



Mary Muyoyeta

(Support Manager/ Research Assistant – Game Rangers International)

Mary attended the CCF 2019 and managed to get a volunteer opportunity with GRI. She got to know about the CCF through social media. Mary spoke at the 2021 CCF about her experience.



Kachama Banda

(Field Ecologist and Education Coordinator – Zambian Carnivore Programme)

Kachama first attended the Conservation Careers Fair in 2018 and was introduced to the Zambian Carnivore Programme team. She later applied for an internship with them and has been working at ZCP ever since. She heard about the CCF from her lecturer at the Copperbelt University.

In partnership with ARC Zambia, WCP continues to manage the Conservation Careers Zambia website (www.cczambia.com), an online resource that provides young Zambians with information about jobs and training opportunities in conservation.

Zambian Media Engagement on Wildlife Issues

As the media plays a vital role in understanding of wildlife issues, WCP has focused on building relationships with the media to support their reporting of wildlife issues. Although meetings and in person engagement were limited in 2021, online methods and a visit to a national park were used to progress this activity.



1-hour online webinar via Zoom

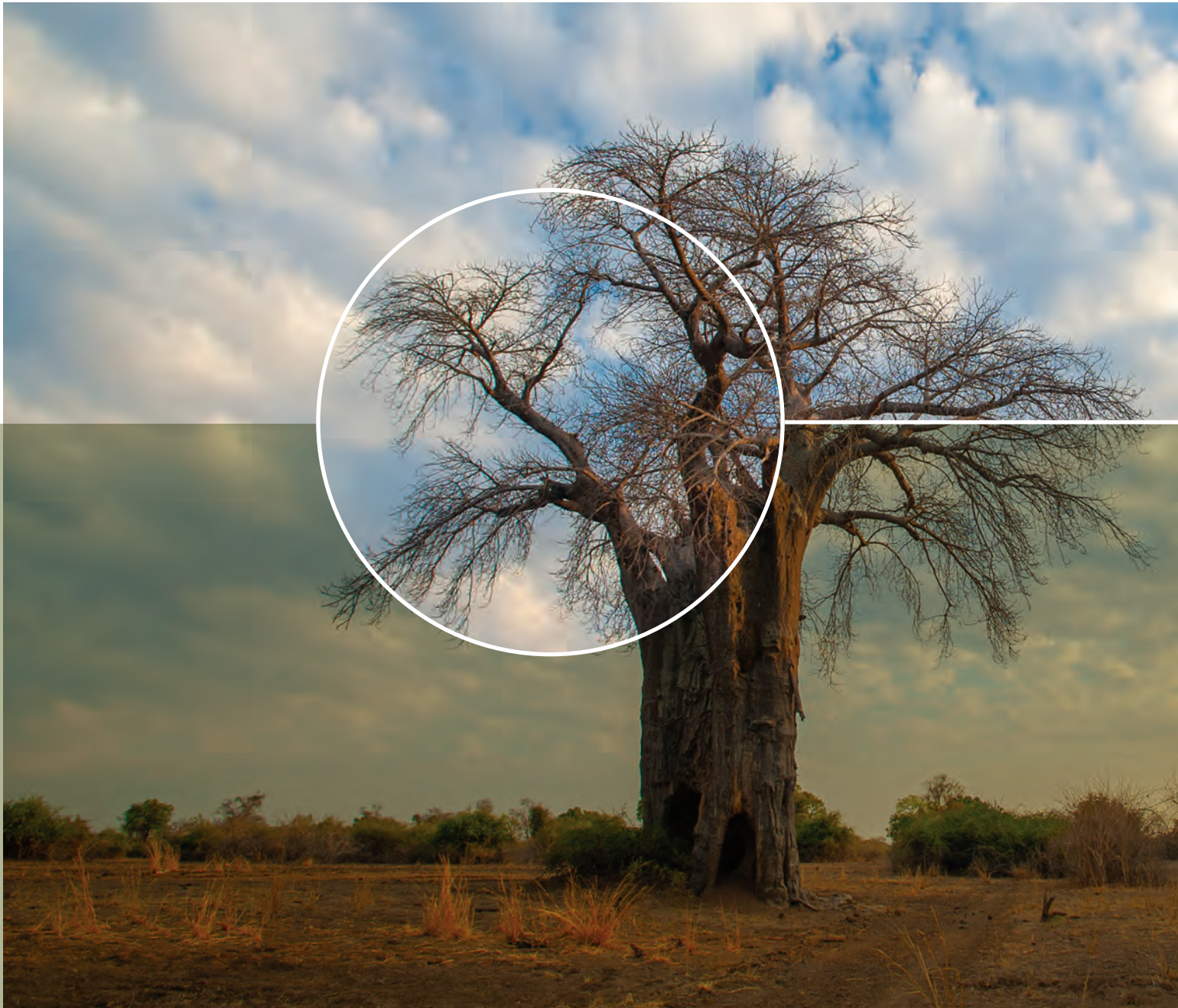
on 18 August to share information on the IWT in Zambia with national journalists.



10 journalists, 2 DNPW representatives and the Public Relations Officer for the Ministry of Tourism and Arts, Mr Sakabilo Kalembwe, went on a **two-day visit to Conservation Lower Zambezi**, Lower Zambezi National Park, from 10 to 12 September in 2021.

The visit provided an understanding of the conservation challenges and efforts in the area including proposed mining inside the park and linked journalists to conservation organisations in the area.

Acknowledgements



Wildlife Crime Prevention would like to commend the Department of National Parks and Wildlife on their commitment to protect Zambia's wildlife.



The work undertaken by these men and women is challenging, yet they remain dedicated, as evidenced by the results over the last six years. We thank them for their partnership and congratulate them on their efforts. So many of them, due to the sensitivity of their work can never be individually acknowledged, but they and their accomplishments are noticed and appreciated daily by us.

We, at WCP, would like to thank all our partners, stakeholders and donors who have contributed to DNPW and WCP. We would like to thank our board: Karen Laurenson, Nick Aslin, Dr Nyambe Nyambe, Ed Sayer, James Milanzi, Kerri Rademeyer and Ian Stevenson for their support.

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Finally, we would also like to thank our partners and those individuals, organisations and companies that assist us in so many ways and are too many to mention individually for their collaboration and commitment to the conservation of wildlife.





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