

# Wildlife-Friendly Enterprise

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COEX: Sharing the Land with Wildlife



## **Our Vision**

Ecologically sustainable enterprise will take root when producers reach a sufficient number of consumers willing to pay for products that support conservation goals. For this type of market to flourish, producers need incentives to adopt sustainable practices and consumers need confidence their purchases contribute to conservation successes.

## **Our Approach**

We believe non-profit organizations can help advance *Wildlife-Friendly Enterprise*. Our vision demands nimble and transparent certification of producers; targeted educational campaigns to promote ecologically sensitive purchasing; and support to producers committed to coexistence with wildlife.

Farmers, livestock producers and harvesters working in and around wildlands risk losses when sharing the land with wildlife. In turn, wildlife face retaliatory threats as people protect themselves and their livelihoods. Yet, feasible solutions to this wasteful cycle exist. Worldwide, conservation entrepreneurs engage in profitable activities without destroying wildlife or habitats. Our global network will unite conservation entrepreneurs with experts in the fields of sustainable business, wildlife conservation, and scientists across disciplines, to improve access to markets and share innovations.

## **Next Steps**

We will launch *Wildlife-Friendly Enterprise* with a **2007 Summit** geared to the following objectives:

- ❖ We will build a global network of people and organizations invested in *Wildlife-Friendly Enterprise*;
- ❖ We will identify and fill gaps in the market chain to link *Wildlife-Friendly* producers to interested consumers; and
- ❖ We will design criteria for certification of producers with scientific measures of success for wildlife conservation.

***We hope you will support our vision and join the network for a Wildlife-Friendly future.***