



WWF

ANNUAL
REPORT

TAI

2013

A close-up, high-resolution photograph of a tiger's face. The tiger's mouth is wide open, revealing its large, sharp, yellowish-white canine teeth and smaller incisors. A large, pink, textured tongue hangs down in the center of the mouth. The tiger's fur is a mix of orange, black, and white stripes, with white whiskers extending from the sides of its face. The background is blurred, focusing attention on the tiger's mouth.

**WWF TIGERS ALIVE INITIATIVE
ANNUAL REPORT 2013**

UNDERSTAND

A guide to understanding some content, symbols and relationships within this report.

FY13

The time period for this report is the financial year FY13 July 2012 to July 2013



This symbol indicates you can discover additional information and relevant links online at panda.org/tigers

PROGRESS INDICATOR

These data boxes show annual progress from FY12 and FY13. The percentage is based on our WWF Technical Progress Report (TPR) rating of what we accomplished within the year (green) compared to what we set as a goal for ourselves (red). The TPR rating is a 1-7 system, presented as a percentage here.



Founded in 1976, TRAFFIC works closely with WWF on a number of wildlife trade issues and brings to the table decades of specialist knowledge on illegal and/or unsustainable wildlife trade. TRAFFIC is governed as a unique partnership between WWF and IUCN.

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Dr Sejal Worah

Chair of the Tigers Alive Initiative Shareholders Group



MESSAGE FROM THE INITIATIVE'S LEADERSHIP



Mike Baltzer

Leader of the Tigers Alive Initiative

It is our pleasure to present the progress of the WWF Tigers Alive Initiative during the 2013 financial year. It has been another very intense year of activity to help recover tiger populations in the wild. This report gives a snapshot of the varied activities and outcomes achieved over the course of the year.

If this year's report could be summarised in one word, then it should be hope. The progress and reports from different parts of the world where the Initiative is actively working indicate there is significant progress towards the TX2 goal of doubling wild tigers by 2022. And so, while there are still many challenges and serious areas of concern, much of the news this year features steady, determined progress. This gives us all hope that the goal we committed to in St. Petersburg at the "Tiger Summit" in 2010 is being realised.

We focus this report on presenting progress in a measurable way, which we are able to do rigorously for the first time. We completed data collection for our performance indicators, for both the Initiative as a whole and from the 12 priority landscapes and can now assess progress against the baselines and benchmarks we set two years ago. A significant achievement has been the compilation of two sets of data on the performance indicators from the landscapes. We can measure, monitor and visualise our work across the landscapes over time. The results show steady progress on the priority areas of work. This is a reflection of the intention and investment, perhaps obsession, of the WWF and TRAFFIC network to achieve objectives.

It is now three years since the historic Tiger Summit and the momentum created by that meeting is fortunately still propelling action in each of the tiger range countries. This year the Royal Government of Bhutan and the Global Tiger Initiative hosted the 2nd Asian Ministerial Conference on Tiger Conservation, which resulted in an agreed set of priorities for immediate action called the Thimpu Nine-Point Action Agenda. WWF and TRAFFIC continue to be key players in this process.

The Initiative continues to push governments to act as swiftly as possible towards Zero Poaching of tigers (and their prey). At the beginning of the year, Global Tiger Day on July 30 2012, we launched a campaign asking people around the world to show their support and appreciation for rangers by simply sending a postcard. By the end of the campaign, over 150,000 cards had been sent; each with a unique and often inspiring message.

Together with a strong coalition of conservation organisations, we completed development and initiated rollout of two critical tools, Conservation Assured Tiger Standards (CA|TS) and the Spatial Monitoring and Reporting Tool (SMART). Both are designed to support new approaches for better protection and management for tigers at the site level. The process of launching a nationwide campaign to reduce demand for tiger consumption in China was also initiated this year. In Malaysia, we have been trialling a national assessment process to analyse a country's readiness to tackle poaching and ensure any gaps are filled as soon as possible. Despite efforts across the tiger range countries and high-level statements, huge gaps in the effort to tackle poaching and trade remain. The push for Zero Poaching will need to continue until those gaps are filled and stories of tiger poaching are rare.

In July 2013, the reporting period ended with the results from Nepal's national tiger survey. The results showed a 63% increase since the last estimate in 2009. This result reflects an important increase in Nepal's tiger population, but also how improved monitoring techniques are being used today. We have also seen numbers increasing in India. Both results, particularly if this trend continues, demonstrate that when the correct level of investment, enforcement and management standards are in place, tiger populations can recover. This is perhaps the best indicator that our hope and belief in achieving TX2 is not misplaced.

Last year also marked the third year since the Initiative was launched and we undertook an evaluation of progress so far. The evaluation re-emphasised the critical role of our Initiative for the

tiger, for WWF and for conservation as a whole. To further sharpen the focus and delivery of the Initiative, revisions to the strategy were made. The updated strategy places greater emphasis on the governmental process from the 2010 Summit to TX2 in 2022. This is now the sole focus of Goal One. Goal Two includes all of the interventions required to halt tiger declines and actively accelerate recovery. Goal Three has been refined to focus on the creation and establishment of conditions for tigers to thrive in the future in a rapidly developing Asia.

Looking ahead, the TAI will continue scaling up and intensifying the role of WWF and TRAFFIC in the effort to reach TX2. We will continue to push towards Zero Poaching, expanding the implementation of the national protection assessments and lobbying for accelerated action by tiger range countries. Over the next year we aim to launch a new push, a joint project of WWF and TRAFFIC, to shut down open wildlife markets in Myanmar; the most pivotal country in the illegal trade of tigers to consumer markets. We also aim to gain the agreement of tiger range countries to present their national tiger censuses in 2016. And we will hire a Goal Three leader to provide a framework for long-term solutions for tiger conservation to ensure we not only achieve TX2 but go beyond.

The Tigers Alive Initiative is a joint effort from every corner of the WWF and TRAFFIC networks and it is this commitment and effort that has led to the progress that you will see presented in this report. We would like to take this opportunity to thank and congratulate everyone that has been involved and wish us all the strength and determination to meet our objectives in the year to come.

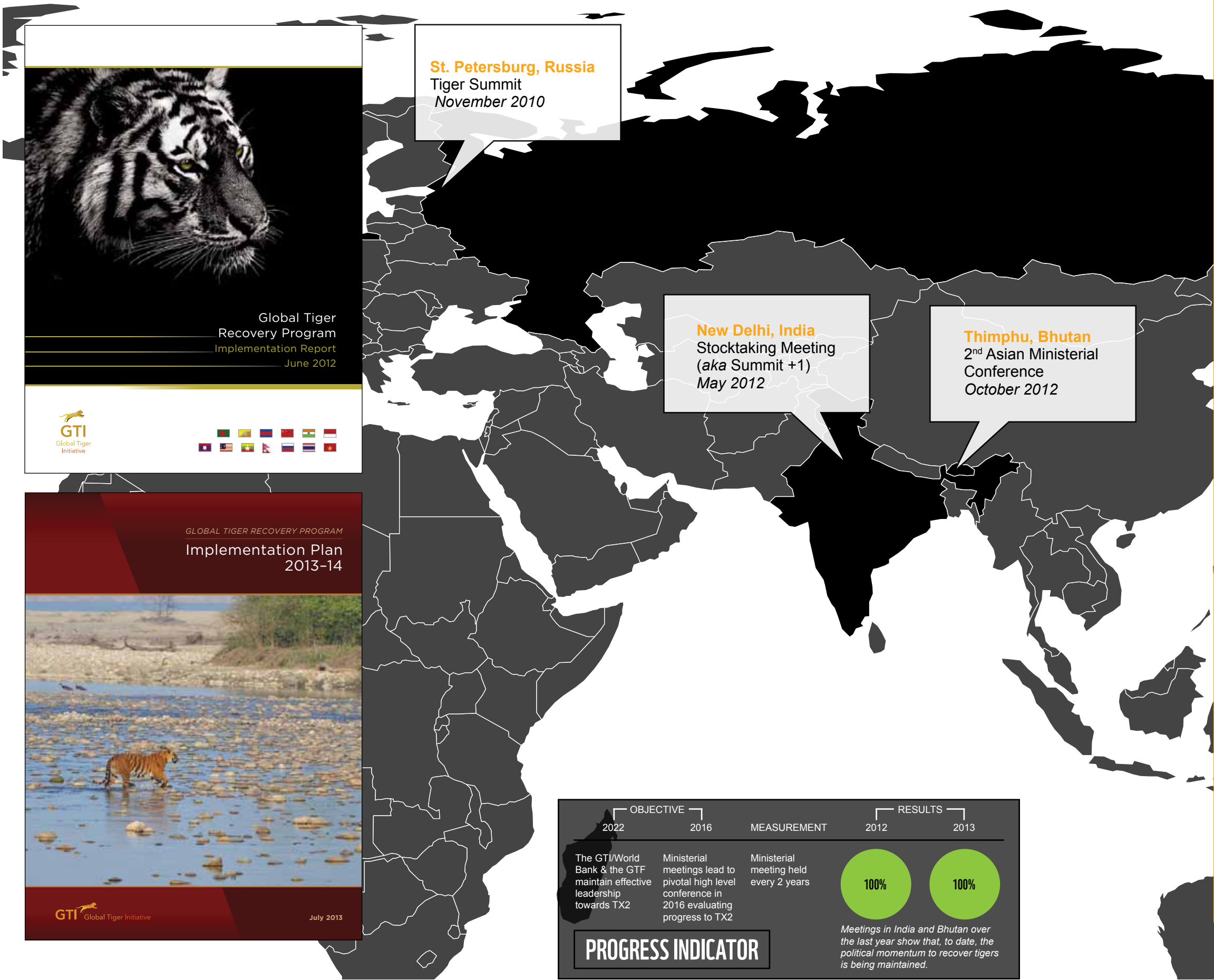
A handwritten signature in black ink, appearing to read 'Sejal Worah'.

Dr Sejal Worah

A handwritten signature in black ink, appearing to read 'Mike Baltzer'.

Mike Baltzer

PROGRESS SINCE THE SUMMIT



The Tigers Alive Initiative is continuously focusing on the processes following from the 2010 International Tiger Summit and the Global & National Tiger Recovery Programmes (GTRP/ NTRP). In May 2012, we took part in the Stocktaking Meeting (*aka* Summit +1) held in New Delhi. This meeting was the first time the 13 tiger range countries met to review progress on the GTRP since it was unveiled at the Tiger Summit. We used this meeting as a platform to impress upon the governments the need to intensify efforts on the ground to achieve Zero Poaching.

In November 2012, we commemorated the 2nd Anniversary of the Tiger Summit by releasing an assessment of the status of protection efforts in 130+ critical sites for tiger conservation and called on governments to step up the professionalism and effectiveness of protection.

We also participated in the 2nd Asian Ministerial Conference on Tiger Conservation held in Bhutan in October 2012. Here, the ministers and heads of delegations of tiger range countries asked for intensified support in actively strengthening the frontlines through enhancing recognition, resources and capacity of staff to fight tiger poaching. The call is included in the Thimphu Affirmative Nine-Point Action Agenda on Tiger Conservation, issued at the end of the conference.

We are continuing our participation and support of the Global Tiger Forum (GTF); which includes hosting representatives in Washington DC and Kuala Lumpur and supporting their Communication Officer. Preparations are underway to hold two technical meetings focused on reintroduction later in 2014.

On Global Tiger Day this year, we celebrated the results of Nepal’s tiger census which showed an encouraging increase in their national tiger population. We also used the opportunity to promote messaging that all countries should report tiger numbers by 2016, the mid-point to the 2022 TX2 goal.



ZERO POACHING



The TAI is working to make Zero Poaching a reality in places important for tigers. Zero Poaching is not just a slogan or campaign; it is imperative for long-term success of wild tiger population recovery. Furthermore, it is achievable. Tiger areas are in desperate need of increased protection efforts; with increased protection, increased tigers will follow. We are working to raise the bar in high management standards, government support and effective protection and enforcement work.

The Initiative is working throughout the tiger's range to increase capacity in these areas through Conservation Assured Tiger Standards (CA|TS), "Protection Assessments" at site and national levels, site-based enforcement work and promoting the adoption of SMART, a law-enforcement monitoring tool.

CONSERVATION ASSURED TIGER STANDARDS (CA|TS)

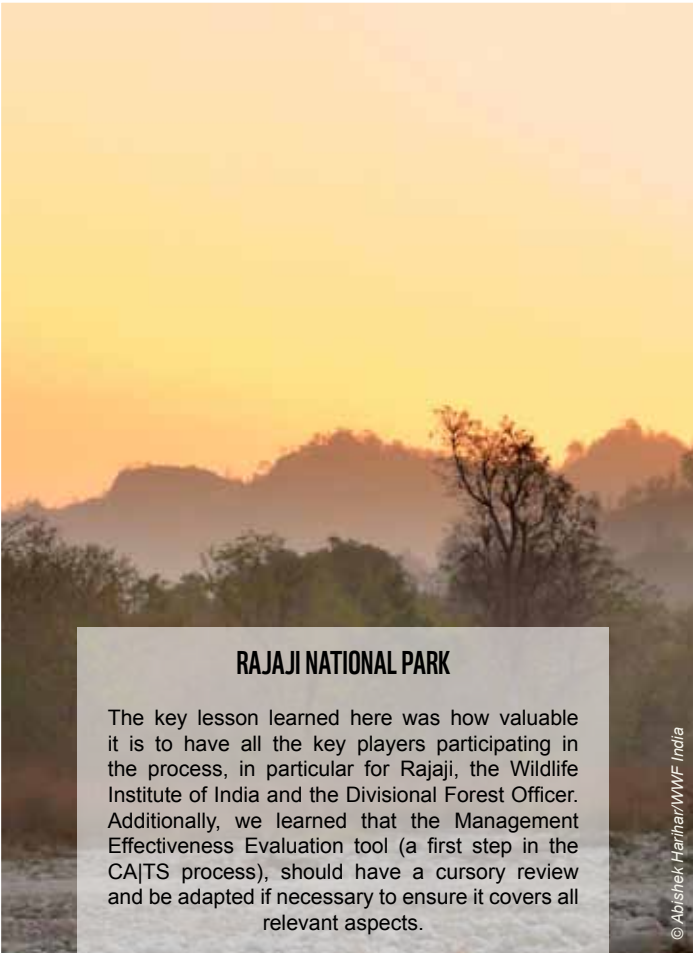
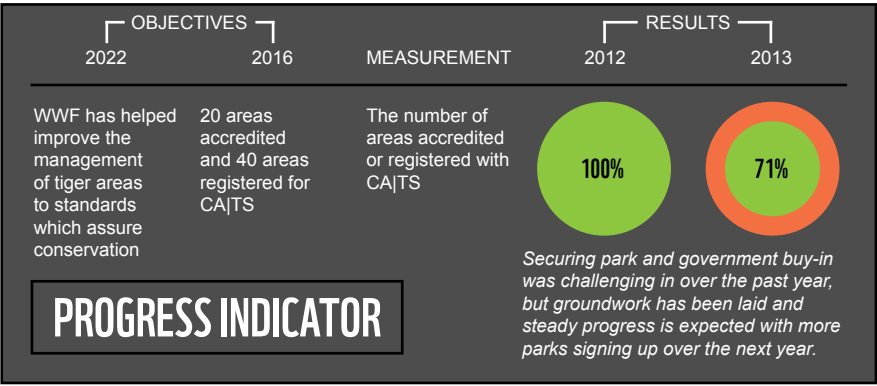


The Initiative has developed and is implementing CA|TS, a set of standards and accreditation scheme for effective management of tiger sites. CA|TS is designed to increase the overall effectiveness of management within sites by providing a standardized means to continually assess if the fundamental things needed to conserve tigers are in place. After work this year in CA|TS pilot sites in India, Nepal, Bhutan and Malaysia, the first set of standards were completed. However these standards will continually evolve to keep pace with tiger conservation. Currently the Initiative is rolling out CA|TS in sites across the tiger range. The upcoming year will see the launch of CA|TS, involving setting up national and international accreditation committees, accreditations granted and the strengthening of links with the GTF and IUCN GreenList.



CA|TS PILLARS PILLAR POINTS

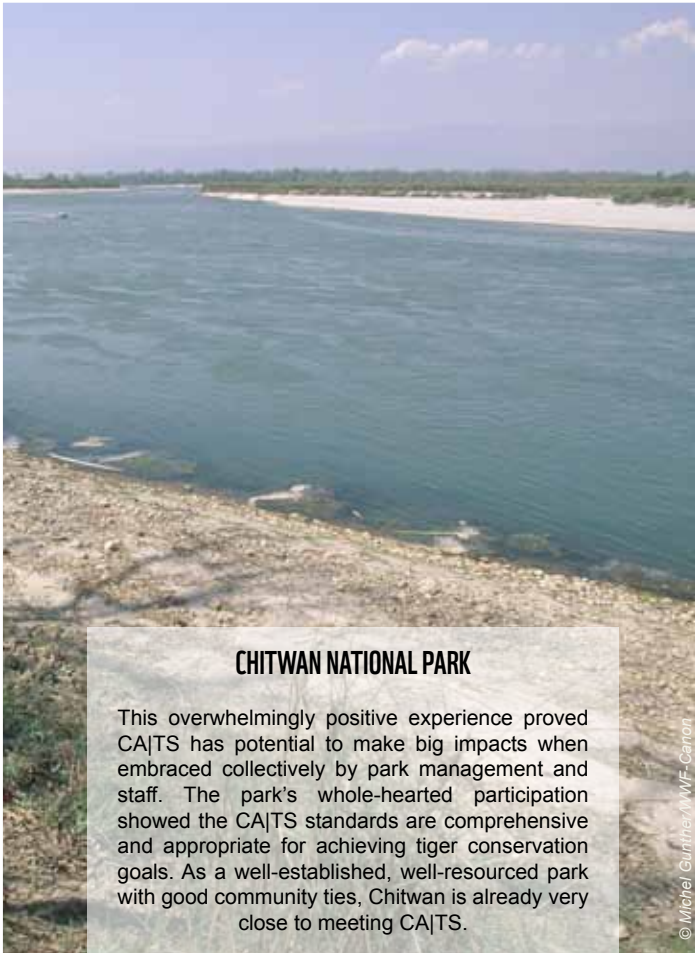
CONSERVATION ASSURED	IMPORTANCE & STATUS	(1) Social, cultural and biological significance (2) Protected area design (3) Legal status, regulation and compliance
	MANAGEMENT	(4) Management planning (5) Management plan/system implementation (6) Management process (7) Staffing - full & part time (8) Infrastructure, equipment and facilities (9) Sustainability of financial resources (10) Adaptive management - feedback loop
	COMMUNITY	(11) Human wildlife conflict (12) Community relations (13) Stakeholder relations
	TOURISM	(14) Tourism and interpretation
TIGER STANDARDS	PROTECTION	(15) Protection
	HABITAT MANAGEMENT	(16) Habitat and prey management
	TIGER POPULATIONS	(17) Tiger populations



RAJAJI NATIONAL PARK

The key lesson learned here was how valuable it is to have all the key players participating in the process, in particular for Rajaji, the Wildlife Institute of India and the Divisional Forest Officer. Additionally, we learned that the Management Effectiveness Evaluation tool (a first step in the CA|TS process), should have a cursory review and be adapted if necessary to ensure it covers all relevant aspects.

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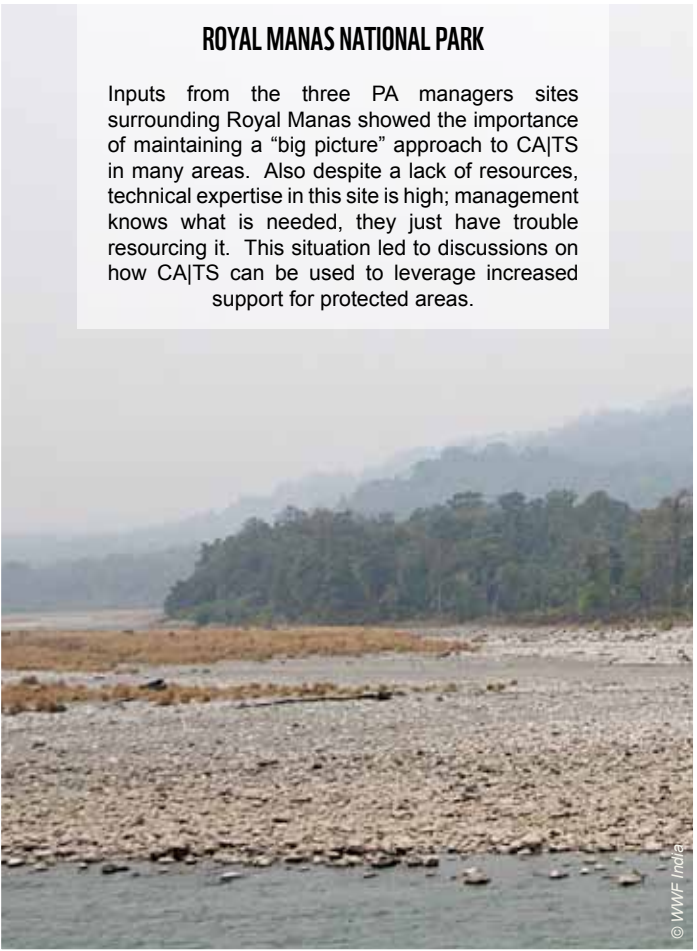


CHITWAN NATIONAL PARK

This overwhelmingly positive experience proved CA|TS has potential to make big impacts when embraced collectively by park management and staff. The park's whole-hearted participation showed the CA|TS standards are comprehensive and appropriate for achieving tiger conservation goals. As a well-established, well-resourced park with good community ties, Chitwan is already very close to meeting CA|TS.

© Michel Gurnier/WWF-Canon

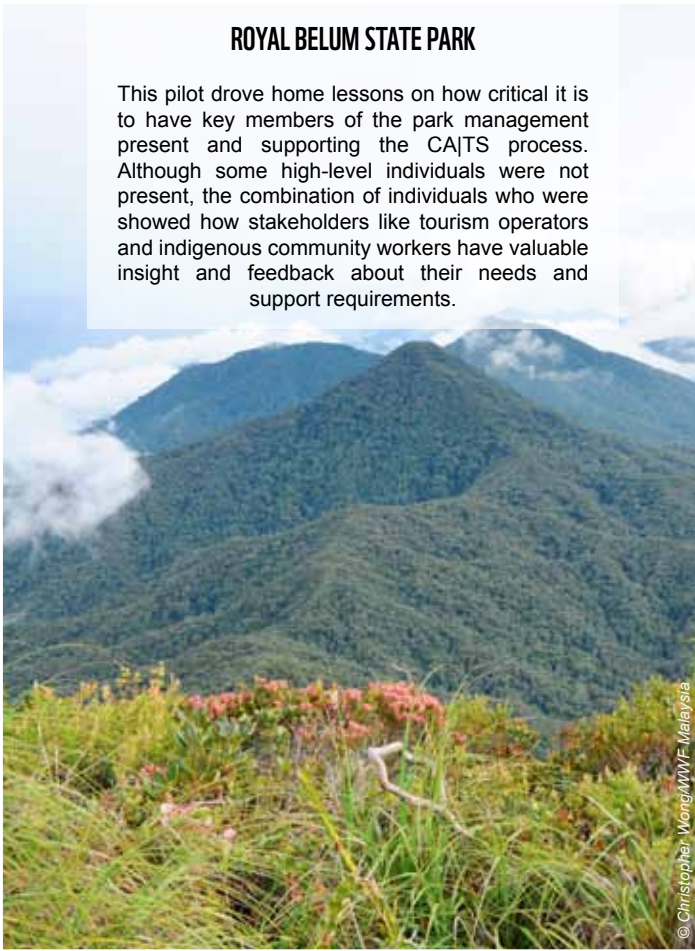
CA|TS PILOT PARKS



ROYAL MANAS NATIONAL PARK

Inputs from the three PA managers sites surrounding Royal Manas showed the importance of maintaining a "big picture" approach to CA|TS in many areas. Also despite a lack of resources, technical expertise in this site is high; management knows what is needed, they just have trouble resourcing it. This situation led to discussions on how CA|TS can be used to leverage increased support for protected areas.

© WWF India



ROYAL BELUM STATE PARK

This pilot drove home lessons on how critical it is to have key members of the park management present and supporting the CA|TS process. Although some high-level individuals were not present, the combination of individuals who were showed how stakeholders like tourism operators and indigenous community workers have valuable insight and feedback about their needs and support requirements.

© Christophe Wong/WWF Malaysia

PROTECTION ASSESSMENTS

A “Protection Assessment” is a tool which allows us to gauge how close a site or country is to having all the needed measures in place to be able to achieve Zero Poaching. Assessments at both site- and national-levels were initiated this year and preliminary data are coming in. The information from these assessments are helping tiger conservationists, protected area managers and government officials to: 1) better understand what it takes to protect tigers; 2) recognize where current gaps are and why; and 3) strategize how protection can be strengthened.

Site-level Assessments

In critical tiger recovery sites, protection assessments were implemented with the goal of creating or revising protection-specific management plans to ensure tigers are safeguarded from poachers. This process occurs over stages (below).

Over the past year detailed information for Rajaji National Park, India was collected through in-person interviews and follow-up emails. In Riau, Indonesia, intelligence networks have been mapped as part of the collection process. In the next year gap analyses will be completed for both sites. In addition, the assessment process will be initiated in four more sites, all in the Terai Arc landscape.



National-level Assessments

The concept to carry out national-level assessments grew from the need for governments to clearly identify what is required for them to achieve Zero Poaching. Increasingly organized groups of poachers are targeting vulnerable refuges of tiger populations; a growing threat many countries are not fully prepared for. This is the case for Malaysia. The WWF Malaysia, TRAFFIC and other experts from the Initiative’s core team took this opportunity to develop a national-level assessment process for piloting in Malaysia, with potential for roll out to other countries. All relevant government stakeholders were identified and targeted using a series of four workshops across the four major states important for tigers. The data collection and report write-up is complete. Over the coming year the report’s recommendations will be followed-up on. Additionally, preparations are now underway to undertake a Protection Assessment in Nepal.



SITE-BASED ENFORCEMENT

Over the past year we have been raising the bar in site-based enforcement through field skills trainings and the implementation of SMART, a software-based law enforcement monitoring system. The field skills trainings enable staff to make the best informed decisions in the field. Use of SMART enables them to log instances, track progress and better plan their work. This experience and information is crucial when confronting situations on the ground - some of which mean life or death for themselves, the tigers they are protecting or the individuals they encounter in the field.

Field Skills Training

The topics shown here are core elements of protection work that field staff must be familiar with to successfully protect tigers. Rohit Singh, our Trainer of Tactical Protection and Law Enforcement Monitoring, and Craig Bruce, our Protected Area and Enforcement Specialist, are carrying out a targeted plan to ensure every single tiger area within WWF's 12 landscapes have field staff with basic enforcement skills, regardless of the area's protection status. And this is only phase 1, targeted to finish by the end of 2014; a deadline we're on pace to meet. Phase 2, debuting in early 2015 will focus on advanced skills training.

7 COUNTRIES.
25+ AREAS.
450+ RANGERS.



TRAINED UP TO PROTECT TIGERS!



World Ranger Day - July 31st 2013

WWF is working in partnership with governments to train rangers on law enforcement monitoring techniques and tactical protection. Within the last 6 months the Tigers Alive Initiative has covered huge sections tiger habitat in 7 countries, in over 25 areas. In the next 6 months we're increasing efforts to expand to other tiger range countries and areas. panda.org/tigers

OBJECTIVES		MEASUREMENT	RESULTS	
2022	2016		2012	2013
WWF has measurably helped establish enforcement capacity to secure habitat and stop tiger & tiger prey loss	135 critical sites average >70% across all 12 landscapes & no landscape has an individual average <70%	Landscape averages on the Protection Indicators	86%	IN PROCESS

PROGRESS INDICATOR

Data have been collected from 11 of 12 landscapes and once data submission is complete, progress will be quantified. Preliminary data show steady success with raising enforcement capacity.

SMART Law Enforcement Monitoring System

Concurrent with the field skills trainings is the rollout of SMART, the Spatial Monitoring and Reporting Tool. This sophisticated software-based law enforcement monitoring system has been developed by WWF in partnership with several conservation NGOs and is being implemented around the world to increase field staff's ability to protect wildlife. Tiger poaching is nearly impossible to quantify as this illicit activity doesn't leave a body count. Therefore the only way to know if we're achieving Zero Poaching is through knowing we have maximized protection and quantified those efforts via SMART.

Our target is to have 25 sites producing SMART reports by early 2014. We've already started getting reports from Mondulkiri Protected Forest in Cambodia and are expecting reports from at least 4 additional countries (India, Indonesia, Thailand, China) within the next several months.

3 Types of SMART Trainings

- TRAINING OF TRAINERS** targets those who will drive SMART implementation at the site-level. These trainers are trained on every aspect of the software.
- TRAINING OF DATA WORKERS** targets those who will be working with data collected by rangers on patrol. These trainings focus on data entry and uses like creating reports.
- TRAINING OF RANGERS** targets rangers who patrol and collect field data. These trainings focus on how information should be properly collected and how it is used in SMART.

SMART IMPLEMENTATION

- 1 Discuss SMART with key individuals (PA managers, government authorities)
- 2 Conduct threat analysis for the park and develop protection plan
- 3 Design patrol data forms; gain approval; procure information for SMART set-up
- 4 Set up conservation area in SMART system; design data model
- 5 Staff capacity building on data collection; resource gap analysis
- 6 Clarify operational details (reporting frequency, roles)
- 7 Implementation of SMART; start getting reports
- 8 Monitoring of reports and effectiveness of the system

The Spatial Monitoring and Reporting Tools (SMART) Training was conducted at the Royal Manas National Park from March 24 to April 1, 2013. Twenty four staff from Phibsoo Wildlife Sanctuary (PWS), Samdrup Jongkhar Forest Division/Khaling Wildlife Sanctuary (KWS), Thrumshingla National Park (TNP), Wangchuck Centennial Park (WCP), Jigme Dorji Wangchuck National Park (JDNP) and Royal Manas National Park (RMNP) attended the training. The government of Bhutan has positively received SMART and is considering rolling it out across the entire country's protected area system.

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FOCUS STORY: TRAINING UP RANGERS

Rohit Singh, the Initiative's Tactical Protection and Law Enforcement Monitoring Trainer, believes he has the best job on the planet: training rangers*. In the nine months he has been a part of the Initiative, he has trained over 500 rangers in more than 27 protected areas. This work has taken him to Bhutan, India, Nepal, China, Indonesia, Cambodia, Thailand and Malaysia and placed him into direct contact with those individuals who actively protect tigers from poaching. Although his job is to train staff and teach new skills, Rohit believes it is often what he learns from these rangers – their experiences, motivations – that are invaluable and their role in conservation is under-appreciated.

“We still have wilderness left on this planet because of rangers, they walk the razor thin green line every day to save the amazing biodiversity we have on this planet. Rangers are the most important stakeholder in the conservation business but they are also the most ignored community.”

Rohit works with the Initiative to raise the global profile of rangers by taking advantage of his close contact with them to gather valuable communications stories, photos and quotes for our social media platforms and campaigns. Additionally he is taking a leading role with the development of the Ranger Federation of Asia which was created as a platform to bring rangers together and build links with other ranger associations around the world.

* The word ranger is used here as a general term referring to frontline forest staff, field staff, forest guards, watchers, deputy rangers, wardens etc.



BREAKING THE TIGER TRADE CHAINS



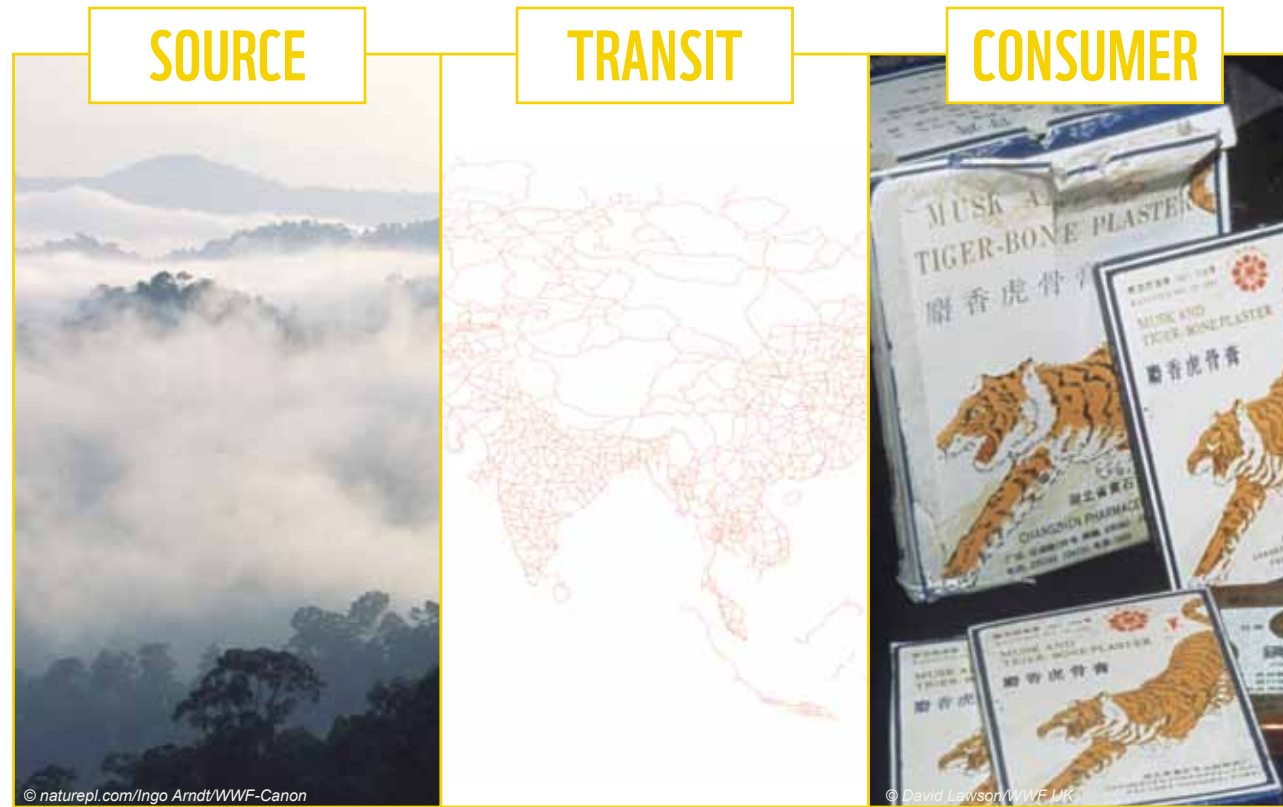
The trade in tigers and their parts is the major driver of poaching and tiger population decline. While achieving Zero Poaching at the site level is one part of breaking the trade chain, we have also been focusing efforts to combat tiger crime further along the chain, from the source to the market.

WWF and TRAFFIC work together to sever critical links along the chain in three ways: 1) focusing on source and transit countries through our Starve the Supply work in criminalistic research and providing support to law enforcement agencies; 2) focusing on Demand Reduction work in China; and 3) through mobilising partners against trade by engaging in international advocacy.

This three-pronged approach, using cutting edge technology in combination with proven engagement and advocacy techniques, is enabling us to make headway into mitigating the tiger trade.

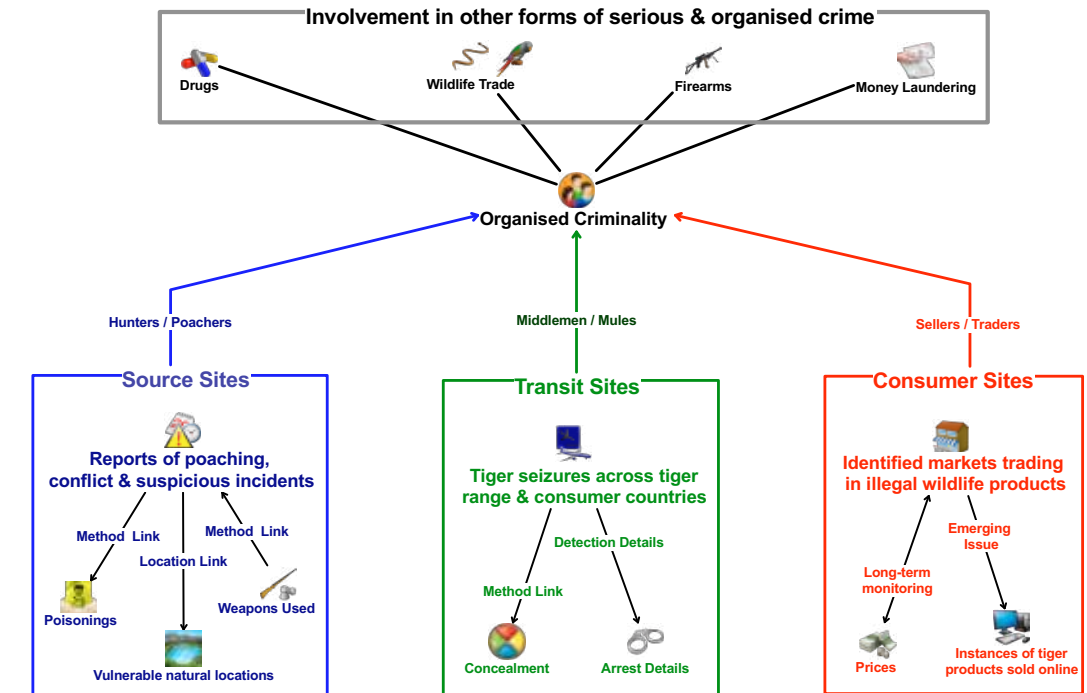
STARVE THE SUPPLY

Investments into TRAFFIC and WWF's central i2 database (iBase) have increased substantially over the last year and we are now enabled to combat tiger-related criminality in a more methodological and evidence-based manner. Furthermore, we have employed established techniques common in the field of criminal analysis such as the Pareto Principle and Statistical Hotspot Analysis with our data. This innovative application of techniques has enhanced, guided and focused the limited resources available to combat trade - a much needed insight for agencies dedicated to tackling wildlife crime.



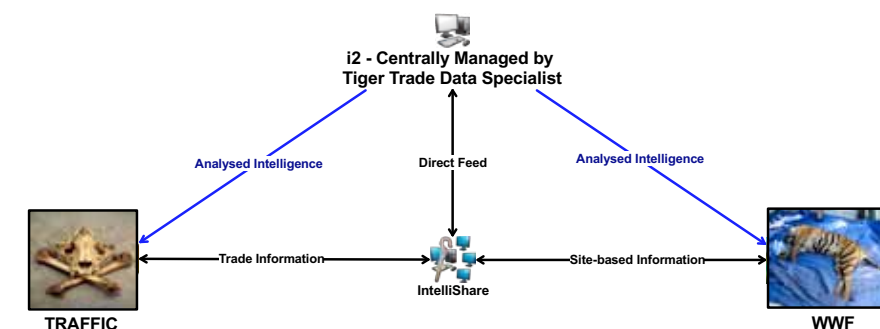
i2 Impacts

iBase, a database for collecting poaching and trade information (see graphic below), has been used to produce informed and practical analysis demonstrated at a number of high level meetings including the GTI's First Stocktaking Meeting (Delhi, India: May 2012), Convention on Biological Diversity (CBD) Conference of Parties (Hyderabad, India: October 2012), the Second Ministerial Conference on Tiger Conservation (Thimphu, Bhutan: October 2012), the 16th Conference of the Parties to CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora (Bangkok, Thailand: March 2013) and a Pilot National Programme (Fraser's Hill, Malaysia: June 2013) as well as continuing contribution to learning materials provided as part of INTERPOL's Train the Trainer workshop (Kathmandu, Nepal: December 2012). These high-profile applications are exemplifying the need for, and value of, centralized data collection and analysis.



IntelliShare

IntelliShare, a web-based interface to the iBase database, has been completed and gone live. This allows applicable staff to directly access iBase to feed timely and live information directly into it from any geographic location. This increased fluidity of information gathering and sharing enables us to optimise field efforts and increase our understanding of tiger poaching dynamics to maximise and target rapid responses. This approach is key to linking anti-poaching and anti-trafficking work and has potential for dramatic development and expansion. A real opportunity now exists, catalysed by having the centralised database and ground staff connected, to have tiger trade work be truly intelligence-led.

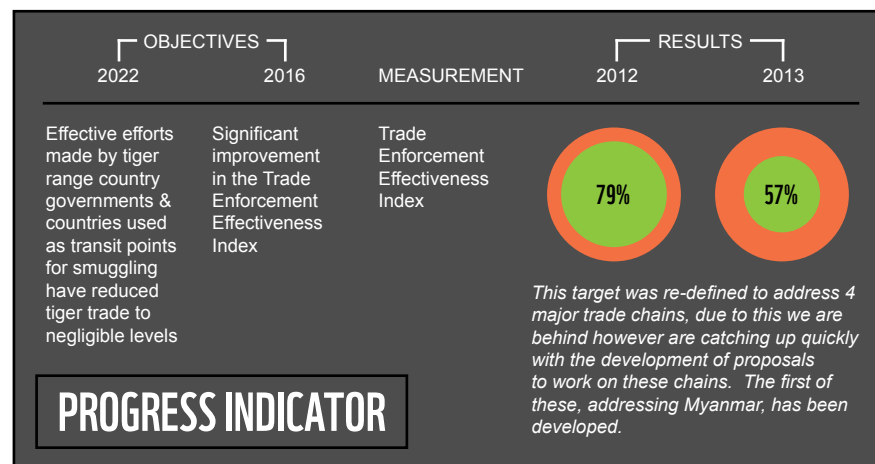


MYANMAR



Myanmar is currently undergoing rapid transformations in politics, economics, and civil society following recent changes in government. In 2013 WWF formally established an office in the country, with the aim of supporting Myanmar's development ambitions with a focus on spatial planning and biodiversity conservation in parallel with ecosystem services protection and sustainable livelihoods.

This presents us with opportunities to start working in the country, specifically on tiger trade and protected area management.



GLOBAL



Over the past year WWF and TRAFFIC have run a global Illegal Wildlife Trade Campaign, calling governments to combat illegal wildlife trade by increasing law enforcement, imposing strict deterrents and reducing demand for products.

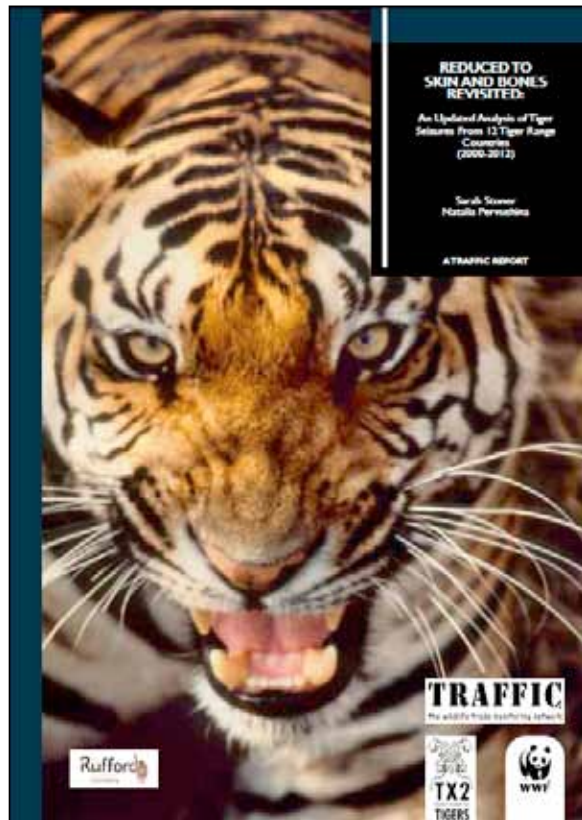
Big wins have included major arrests in Africa and Asia, pledges by government heads including the US' Barak Obama to tackle wildlife crime and important laws pushed through/proposed in Russia, Japan, Gabon and Kenya.

POLITICAL MOMENTUM	ZERO POACHING	BREAKING TIGER TRADE CHAINS	TOWARDS TX2	MOBILISING SUPPORT	OTHER HIGHLIGHTS
Governmental meetings, actions to improve tiger conservation, high-level government recognition of tiger conservation issues	Actions helping to further efforts on the ground towards Zero Poaching	Actions helping to stem the illegal trade in tiger and tiger parts; includes trade-related legislative changes and seizures	Actions helping to recover tiger populations within WWF's 12 tiger landscapes	Communication, media and community outreach actions; bringing tiger conservation issues to the public	Actions that cannot be categorized under the other definitions but are of importance for tiger conservation

ROARING FORWARD

- On Global Tiger Day (29th) WWF releases the short film clip *Confessions of an Ex-poacher* in Malaysia
- World Ranger Day (31st) kicks off the start of WWF's Cards4Tigers campaign
- WWF releases 30 captive-bred red & sika deer into northeast China's Wangqing Nature Reserve
- Islam, Wildlife Conservation and You* is launched in Malaysia to promote wildlife conservation awareness from an Islamic perspective
- WWF strengthens enforcement efforts along Nepal's porous border with India
- Workshops are conducted with the Kuiburi School Wildlife Recovery Network in Thailand
- WWF coordinates and supports the formal establishment of the POWER collaborative law enforcement network in Kuiburi National Park, Thailand between 13 agencies (10 government, 1 international NGO (WWF) 1 local NGO and 1 corporation)
- Protected area managers from tiger range countries learn best practices on WWF's CAITS Study Tour in South Africa
- WWF launches the global Illegal Wildlife Trade Campaign
- The Malaysian government pledges to employ more rangers to protect forests after WWF lobbying
- Tiger numbers double in Bardia National Park, Nepal
- Record amount of tiger skins seized in Primorye, Russia
- WWF carries out training to fight poaching and illegal wildlife trade in western Thailand
- The first steps are taken to launch a nationwide campaign China to reduce demand for tiger and tiger parts
- CAITS protected area standards and SMART law enforcement monitoring software are presented at the IUCN World Conservation Congress in Jeju, South Korea
- SMART Training of Trainers workshop is conducted in Pretoria, South Africa
- Unmanned aerial vehicles for patrolling Protected Areas are tested in Bardia National Park, Nepal
- The director of WWF Russia and TAI Shareholder Yuri Darman receives the Fred Packard Award 2012 from the IUCN World Commission on Protected Areas
- WWF holds a Cards4Tigers campaign event at the Convention on Biological Diversity in Hyderabad, India
- 2nd Asian Ministerial Conference is held in Thimphu, Bhutan
- Following WWF support for alternative livelihoods, a program of voluntary gun handover starts in Bardia National Park to target community poachers
- A capacity building program for Nepalese enforcement officials on conservation topics is held in Kathmandu, Nepal
- Russia establishes the Sredneussuriyskiy Wildlife Refuge, which links critical tiger habitat between Russia and China
- WWF conducts a second workshop with the Kuiburi School Wildlife Recovery Network in Thailand
- Cards4Tigers campaign sees 36,000+ cards from 88+ countries sent to rangers since its start
- WWF releases *Towards Zero Poaching in Tiger Heartlands* to commemorate Tiger Summit anniversary
- 68 guns are surrendered in WWF voluntary program in Bardia National Park
- Tigers Across Borders* report of 1st Manas-wide tiger survey undertaken in India & Bhutan released
- WWF applauds the United State government's call to stop wildlife crime
- Anti-poaching and wildlife recovery projects with 11 local schools in Thailand start & continue through 2013
- Fuller Symposium focuses on wildlife crime in the US
- The Ranger Federation of Asia is conceptualized at the 7th World Rangers Congress in Tanzania
- Camera trap photos of deer show success of prey recovery programme in Heilong, China
- A significant part of the Nandhour Valley, a Tx2 site in the Terai Arc Landscape, is declared a Wildlife Sanctuary
- TRAFFIC's Asian Big Cats campaign successfully launched in India
- WWF report states the illegal wildlife trade is worth £12 billion/year and is a national security threat
- SMART patrolling workshop for high level managers is held in Malaysia
- INTERPOL leads training in Nepal on intelligence use and illegal trade, specific to big cats
- WWF presents the results of the *Cambodian Tiger Restoration Feasibility Study* to representatives of the Cambodian government
- WWF meets with the US Ambassador for Malaysia in Kuala Lumpur to discuss illegal wildlife trade
- WWF biologists meet in Malaysia to discuss estimating global tiger densities
- 1st joint tiger survey between India and Nepal officially launches across the Terai Arc Landscape
- Enforcement agencies mobilize in Nepal, resulting in a series of arrests and wildlife confiscations, including tiger skins and bones
- A buffer zone with a special protection regime is created in Land of Leopard National Park, Russia to protect wildlife from human activity
- WWF creates messages to coincide with *Life of Pi* movie opening in the US and Sweden
- Annual research and monitoring starts in Thailand; 4 expeditions show prey recovery
- WWF launches free app *WWF Together* in the US featuring interactive stories on tigers
- Leonardo DiCaprio helps launch WWF's *Hands Off My Parts* in the US to raise awareness of illegal wildlife trade
- The status of tigers in the 24 Paraganas South Forest Division, Sunderbans, India released in a report
- 1st consultative meeting on transboundary conservation between India & Bhutan
- Malaysian NGOs including WWF speak out against light sentencing given to convicted tiger trafficker
- Conservation Assured | Tiger Standards Workshop is held in Malaysia
- WWF organizes a Joint SMART Patrol system in Kuiburi National Park
- Final draft of corridor management plan for the Kanha-Pench Corridor with WWF inputs is submitted to the State Government
- Tiger prey (30 sambar, 49 hog deer, 10 wild pig) are released by the Department of National Parks and WWF in Kuiburi National Park, Thailand
- TRAFFIC's *Reduced to Skin and Bones Revisited* report is released at CITES CoP16 in Bangkok, Thailand
- At CITES CoP16 member countries agree to gather information on incidents of poaching and illegal trade in all Asian big cats since the beginning of 2010 and to analyse the information for circulation to relevant enforcement agencies and range States
- At CITES CoP16 member countries agree to monitor efforts to close down illegal trade more closely
- Workshops on protection and enforcement in Bhutan and India
- The Government of India declares Sathyamangalam Wildlife Sanctuary a Tiger Reserve
- WWF team in Sunderbans, India develop a sophisticated cage for stray tiger capture and transportation that has an automated notification mechanism for informing the authorities about tiger capture
- 4000+ protected area locals, government officials and conservationists celebrate Community-Based Anti-Poaching Unit Day in Bardia National Park, Nepal
- SMART patrol training in Royal Manas National Park, Bhutan
- Discovery of a preyed-upon deer carcass confirms success of prey recovery programme for big cats in Heilong, China
- The status of Tigers, Leopards and Prey in Nandhaur Valley, India is described in a report for the first time
- WWF and TRAFFIC's anti-poaching documentary *On Borrowed Time* featuring the anti-poaching crisis in Malaysia's Belum-Temengor Forest Complex wins Best Conservation Documentary Award at Bird and Nature Film Festival, France
- After lobbying by WWF, Malaysia formally gazettes corridor between Belum and Temengor tiger areas as Amanjaya Forest Reserve
- SMART patrolling workshop for rangers is held in Malaysia
- Community-based conservation work to camera trap sambar deer starts in Pa Mak, Thailand
- WWF contributes to the Asia Mining Consultation meeting in Tokyo, Japan
- SMART trainings are held in Cambodia for the Greater Mekong region and in Malaysia
- The Landscape Almanac & Protection Almanac for 2012 is released for internal WWF use
- WWF initiates working with governments of Bhutan and India to secure the Trans-Boundary Manas Conservation Area (TRAMCA) across both countries
- Draft of 1st micro-management plan for Kanha-Pench Corridor in Satpuda-Maikal Landscape, India is prepared
- Ban Ki-moon briefs UN Security council on implications of the global wildlife trade
- Regional and transboundary cooperation is enhanced through a series of meetings held at local and national government levels in Nepal
- Memorandum of Understanding signed between China and Russia on transboundary tiger work to monitor and protect the Amur tiger
- Subayang Field Station in Rimbang Baling National Park, Indonesia is completed
- 1 year of human-tiger conflict mitigation work in Indonesian oil palm plantations is completed
- Representatives from the traditional medicine industries from China and Tibet meet in Beijing to discuss how they can help further protect species with a high medicinal value & reaffirm commitments to not use parts from tigers and other endangered animals
- SMART trainings are held in India at 7 locations
- 3rd year of pilot cattle-loss compensation plan successfully completed in Satpuda-Maikal Landscape, India
- Tiger census in India's Sunderbans records an impressive 103 minimum number of tigers
- Anti-snare patrolling in Sathyamangalam Tiger Reserve, Western Ghats - Nilgiris Landscape, India is initiated
- A national pilot programme on capacity building *Main-streaming Tiger Conservation* starts in Malaysia a collaboration of WWF/Malaysian Ministry of Natural Resources & Environment/Malaysian Department of Wildlife & National Parks/ Smithsonian Institution
- 4 stakeholder meetings for Malaysian national-level audit to spur government action on Zero Poaching are held
- After 10+ years of WWF lobbying and technical support from TRAFFIC, Russia boosts legislative protection for tigers; trade, transportation & possession now considered serious crimes
- Russian President Vladimir Putin creates fund for tigers on Global Tiger Day
- WWF partners with Whiskas in the UK to fundraise for tigers
- Global Tiger Day message *Are we on track towards doubling wild tiger numbers?* is released
- Global Tiger Day is celebrated by communities in Bhutan, Nepal, India and other tiger range countries.
- The Ranger Federation of Asia website debuts on World Ranger Day
- Cards4Tigers campaign closes in India with events that include frontline forest staff, local communities and students. 5000+ cards received by India in total from all over the world
- Field communication is improved for protection staff by installing wireless repeaters in Western Ghats - Nilgiris Landscape, India
- Malaysian Wildlife Conservation Foundation supports WWF in tigers work
- Nepal records outstanding growth in tiger numbers: 63% increase from 2009; national estimate now approx. 198 tigers
- Cards4Tigers campaign ends in Nepal; 500+ cards have been received from around the world

July August September October November December January February March April May June July



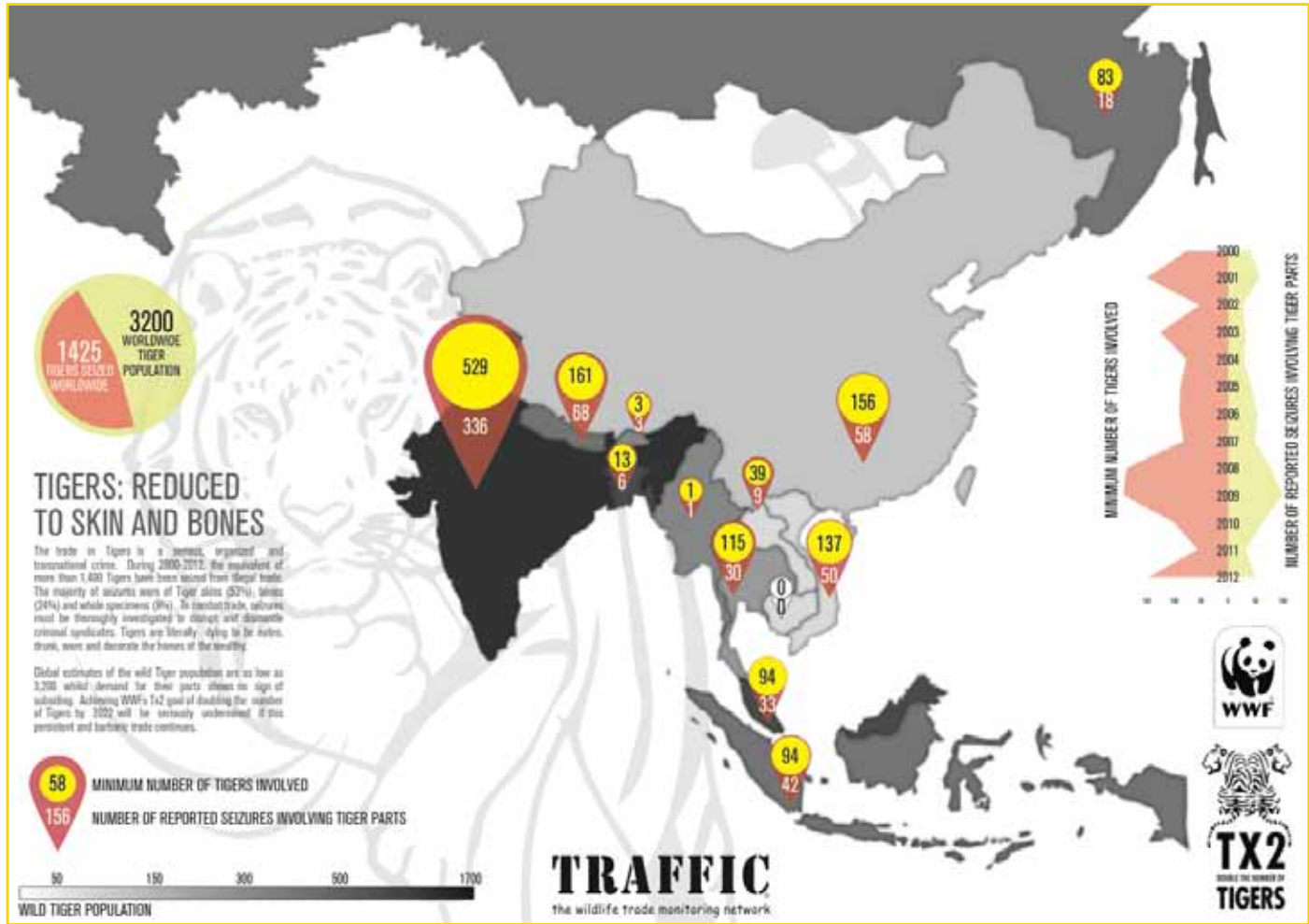
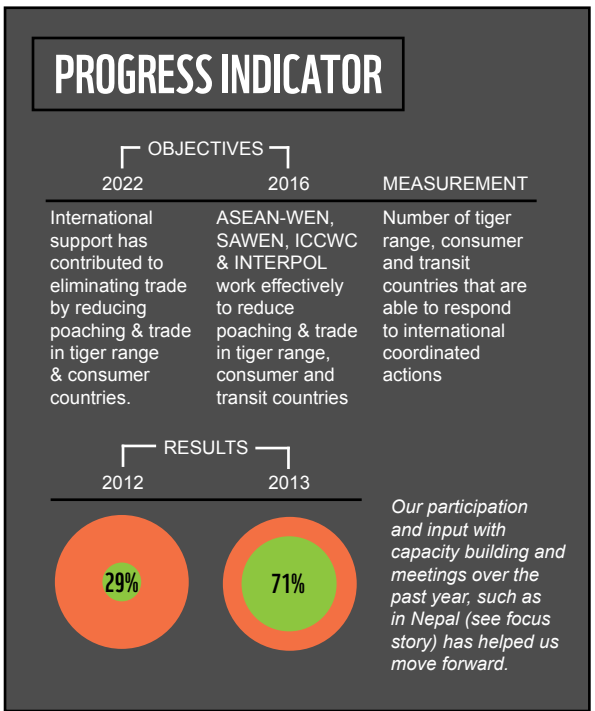
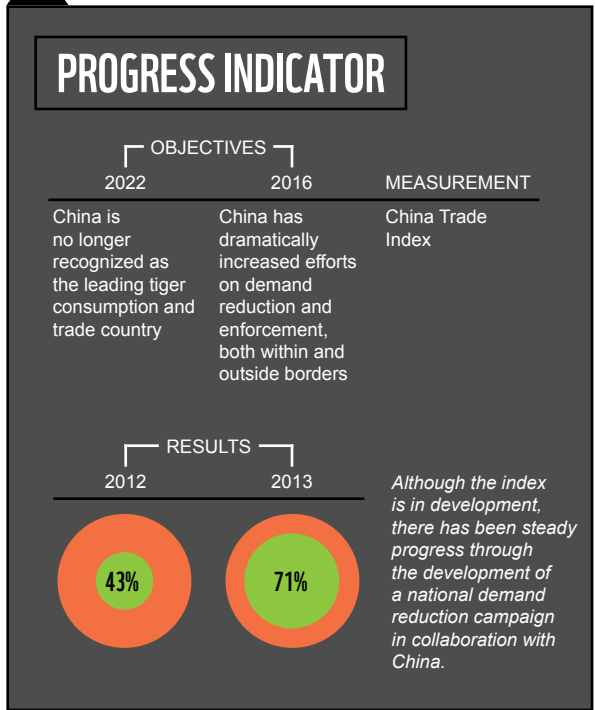
Catalyse & Focus Law Enforcement Efforts: Reduced to Skin & Bones Revisited Report

Earlier this year we launched *Reduced to Skin & Bones Revisited: An Updated Analysis across 12 Tiger Range Countries* at the 16th Conference of the Parties to CITES (CITES CoP16 held in Bangkok, Thailand: March 2013). This timely analysis gave far more insight into the tiger trade than just its sheer scale; innovative statistical hotspot analysis gave a depth of insight that was welcomed by external partners in tiger conservation and wildlife trade experts. Through mapping seizure locations and applying our analysis, we identified five statistically significant trade “hotspots” within India. These findings are encouraging agencies to focus on significant clusters of seizures to have a deeper impact and create transboundary partnerships with neighbouring countries to address trade issues at an international level. The report provides recommendations for law enforcement agencies to tackle tiger trade issues at all levels of trade across 12 tiger range countries and has garnered substantial media attention.



China remains the main destination for tiger parts and derivatives sourced from the tiger range countries in South and Southeast Asia as well as the Russian Far East. To tackle this issue we (WWF and TRAFFIC) work on market-driven trade in two ways. The first is by supporting law enforcement agencies in China and transboundary regions through collaboration with China’s national and provincial inter-agency CITES enforcement coordination groups (NICE-CG and PICE-CG). The second is by developing strategies to dissuade illegal tiger consumption and rollout a nation-wide demand reduction campaign in close coordination with the government. Over the past year we have made several leaps forward: encouraging cooperation between Nepali and Chinese law enforcement agencies and the establishment of real-time information exchange along the border; the listing of Demand Reduction as a priority task for China’s NICE-CG 2013 workplan; reduction of online offers to sell tiger parts by 65% following commitments by leading e-commerce companies to have zero tolerance policies. Progress in our trade work has made it necessary to scale up our presence in China in the near future. This will increase our ability to advocate for partnerships between China and other tiger range countries in addressing demand in parallel with starving the supply.

DEMAND REDUCTION IN CHINA



MOBILISING PARTNERS

Significant achievements in tiger trade advocacy work were made at CITES CoP 16. We made a strong push for countries to comply with the requirements of Res. Conf. 12.5 (Rev. CoP15) by providing more comprehensive information on tiger trade to the CITES Secretariat; something that many countries are currently failing to do in a timely manner, if at all. The provision of these data is critically important as it allows for much needed evaluation and analysis of trade issues. Tiger range countries are now conducting a review of their current implementation of Resolution Conf. 12.5 (Rev. CoP15) and will be submitting a report of findings and recommendations for change at the 65th meeting of the Standing Committee in July 2014.

Further successes in advocacy work this past year have come with increased information sharing and cooperation with INTERPOL as well as collaborative involvement in INTERPOL training events under “Project Predator” in collaboration with SAWEN and ASEAN-WEN. Sarah Stoner, the team’s Tiger Trade Data Specialist has contributed to INTERPOL’s strategic experts group for tiger trade.



RUSSIA

WWF has had several successes in Russia over the last year. In October 2012 Sredneussuriysky Wildlife Refuge was declared, a critical transboundary corridor. In January 2013 a buffer zone for the Land of Leopard National park was created. In July 2013 legal amendments that introduce tougher punishments for poaching and trafficking of rare species were approved by the government. On Global Tiger Day this year, President Putin created a special fund to help fulfill the obligations taken by Russia at the 2010 Tiger Summit.

FOCUS STORY: ON THE GROUND IN NEPAL

In January of 2013 several battles were won in the war against illegal tiger poaching and trade as Nepalese authorities carried out a string of arrests and seizures across the country. On January 11th four people with two tiger skins and 53kgs of tiger bones were arrested in Gorkha district en route to Tibet. The following day two additional men were arrested at Kakani pass en route to China with five tiger skins and 114kgs of tiger bones.

Further investigations led to the identification of the main culprit behind this international smuggling ring and an attempt was made to arrest him. Numerous items were seized during the raid, including garments made from tiger skins, tiger teeth and cash. The total of six arrested individuals, if proved guilty, may face fines of 50,000 to 100,000 NPR (500 to 1,000 USD) or 5 - 10 years in prison or both. These great examples of enforcement action exemplify what is needed to break this commonly used trade chain through Nepal: use of intelligence, collaboration and decisive action.

This action followed an INTERPOL Project Predator training course on use of intelligence and information management in combating environmental crime held in Nepal in December 2012. The training, to which the Initiative provided technical advice, aimed to improve environmental law enforcement capacity, with specific focus on illegal poaching and trade in tigers.



TOWARDS TX2



© WWF Malaysia/Shariff Mohamad

In 2010 we set a goal to double tiger numbers by the next year of the tiger in 2022. In the three years since, we have worked in several key focus areas and put necessary practices into place to ensure we are doing everything we can to help tiger range countries meet the 2022 target.

These focal areas include our TX2 recovery sites, reintroduction programmes and the monitoring of conservation losses, gains and gaps from the site to range-wide level. By laying out a strategic plan and monitoring it on a yearly basis we are well placed to quantify our conservation gains.

TX2 RECOVERY SITES

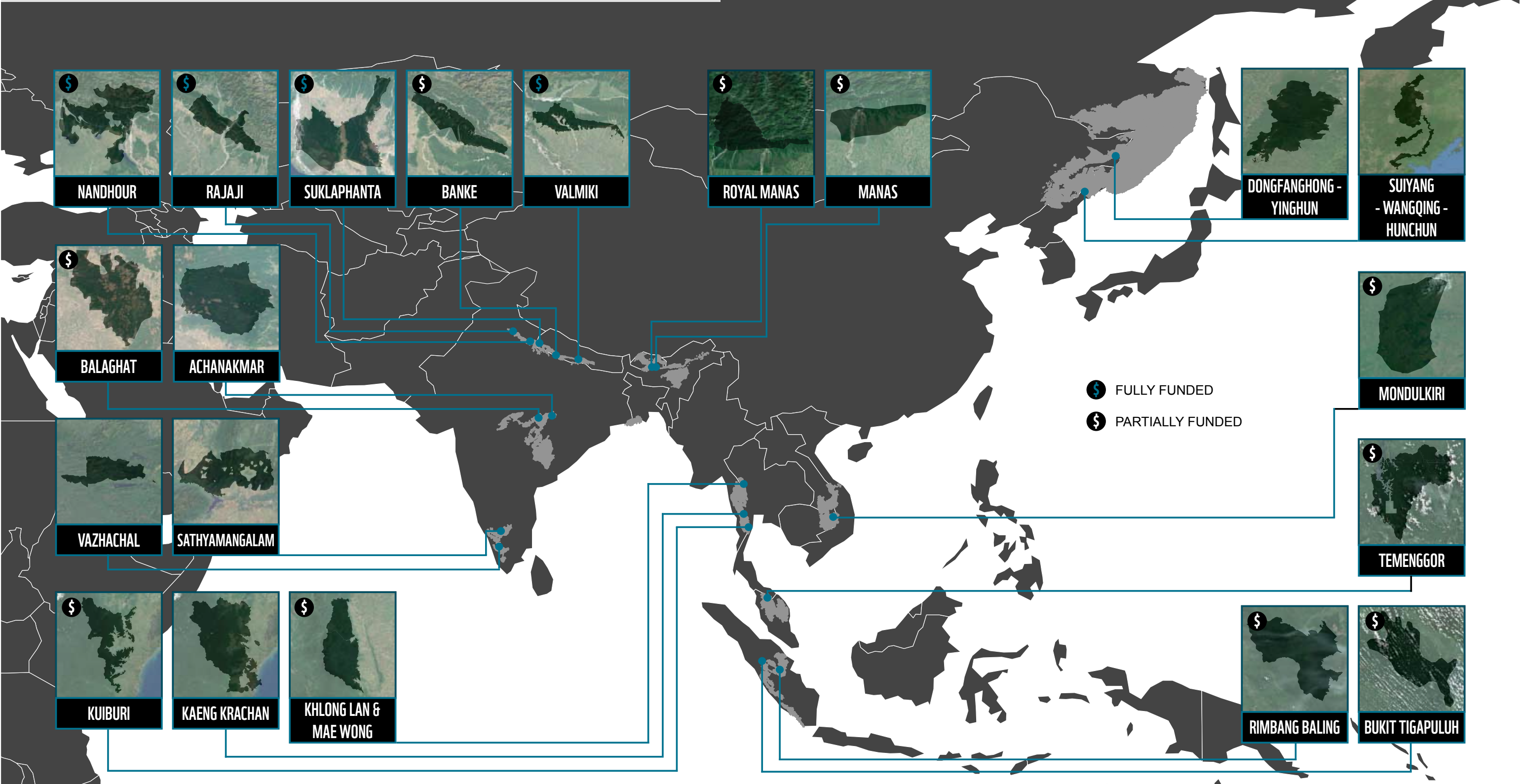
We have identified 20 TX2 recovery sites across eight tiger range countries. In these key sites tiger populations have the potential to rapidly double - demonstrating that not only is global TX2 possible, it is already being achieved on the ground. The 20 sites are characterized as having the ability to support increased tiger populations but have lacked sufficient conservation investment to date. They are areas where the necessary framework is in place, but targeted increased investments in protection and monitoring work are needed. Within the last year since this list was compiled, we have secured full funding for four sites and partial funding for several more. Moving forward the TAI is carrying out a global fundraising push to support more of these critical sites.



OBJECTIVES		MEASUREMENT	RESULTS	
2022	2016		2012	2013
Tigers have increased to the expected population number in at least 12 identified TX2 sites	4 sites on-going; 6 with completed plans ready to go forward	Number of Tx2 sites under implementation	N/A	100%

PROGRESS INDICATOR

With the confirmation that several TX2 sites in the Terai Arc will be funded (see focus story) we are on track to achieve our 2016 target.



REINTRODUCTION

WWF is working with scientists and governments to strategize two different tiger reintroduction projects in Cambodia and Kazakhstan. Reintroduction work is expensive and requires extensive planning to ensure successful results - hence why our traditional focus is on protecting existing tiger populations. After lengthy and systematic feasibility analyses, we have identified two sites, one in Cambodia and one in Kazakhstan that present unique opportunities for recovering tiger numbers and meeting TX2 if the inherent challenges in reintroduction can be overcome.

Preliminary Study of the Feasibility of a Tiger Restoration Programme in Cambodia's Eastern Plains

A Report Commissioned by World Wide Fund for Nature



Tiger *Panthera tigris* walking at night. Last camera trap taken of tiger in Monduliri Protected Forest of Eastern Plains Landscape, Monduliri Province, Cambodia, 2007.

Cambodia

In Cambodia, the only way to recover tigers is through reintroduction. Despite excellent work carried out over the last few years to improve site management and protection work, interventions began too late to save the dwindling population. The last definite evidence of tiger presence was a camera trap photo from 2007 (left). Continuous monitoring from 2009 onwards has not confirmed presence; therefore it is considered highly unlikely tigers will recover naturally.

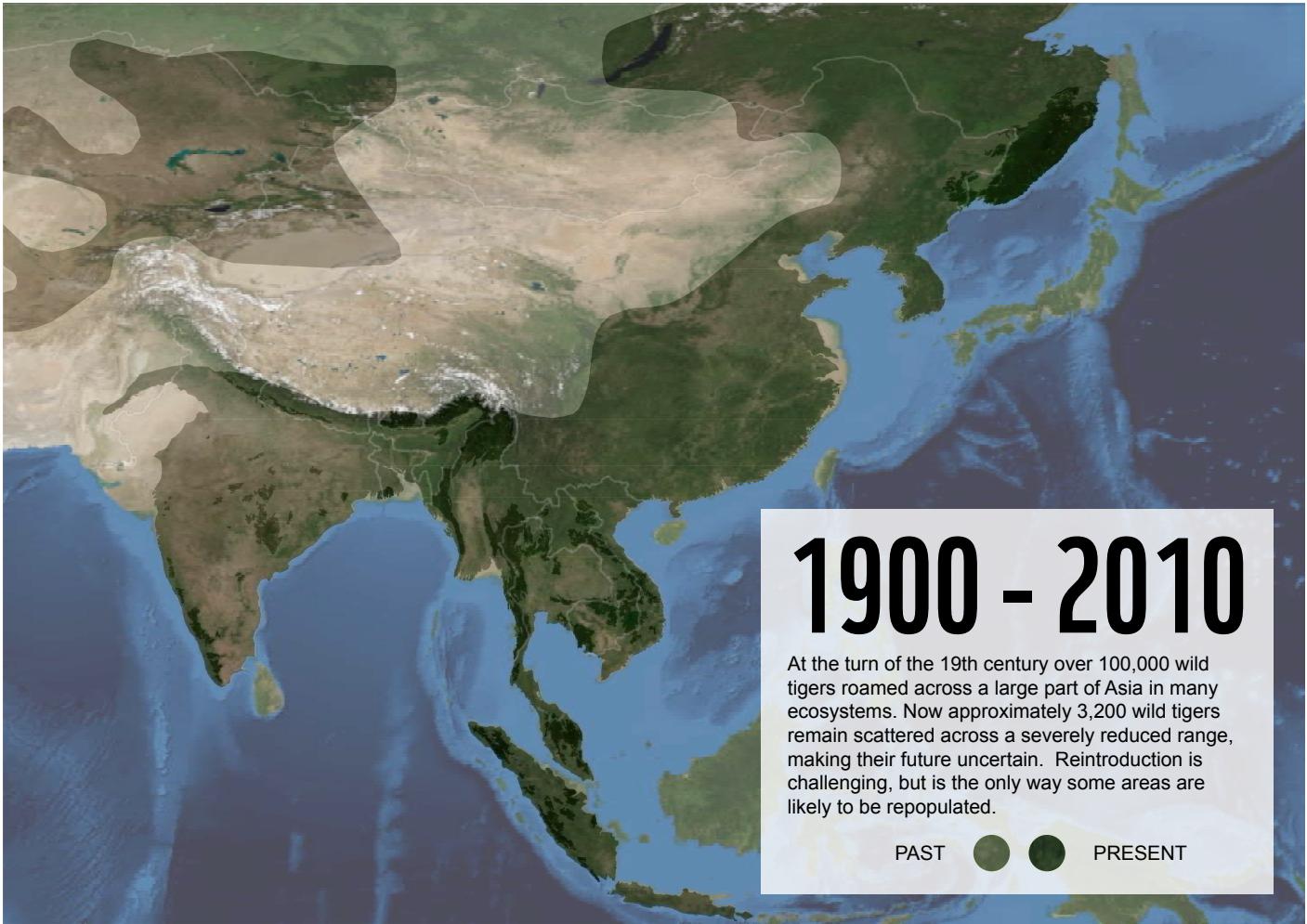
The Eastern Plains in eastern Cambodia offers the best opportunity for bringing tigers back to Cambodia. In this area site-level enforcement and protection measures have been scaled up, prey densities are increasing and human population in-migration is controlled. To determine the feasibility of this substantial undertaking, WWF partnered with reintroduction and tiger experts to conduct a Preliminary Study of the Feasibility of a Tiger Restoration Programme in Cambodia's Eastern Plains.

The study was shared with the Cambodian government in late 2012 and discussions on moving the project forward are currently underway. In October 2012 at the 2nd GTRP Stocktaking Meeting in Bhutan, delegates from Cambodia expressed interest in reintroducing tigers and have identified the Eastern Plains as the location for the reintroduction. The next step is for the Cambodian government to endorse the completed National Tiger Action Plan, which includes the reintroduction plan, and then begin the very detailed planning required for reintroduction.



Kazakhstan

In collaboration with reintroduction experts and the governments of Russia and Kazakhstan, WWF-Russia is initiating a program to return tigers to Central Asia - a region tigers have not prowled for over 40 years. Caspian tigers, considered a tiger subspecies, went extinct from this area due to habitat destruction, hunting and prey base declines. Recent findings indicate the Amur tiger is genetically similar, if not identical, to the Caspian tiger which will help with sourcing tigers for reintroduction. Studies conducted in 2009 and 2010 reviewed the Amu Darya Delta and the South-Balkhash-Ily Delta as potential sites. These studies concluded that although substantial habitat for tigers remains, so do some of the pressures which caused the subspecies' original extinction. WWF is working to alleviate these pressures and build the potential of this area for tiger reintroduction.

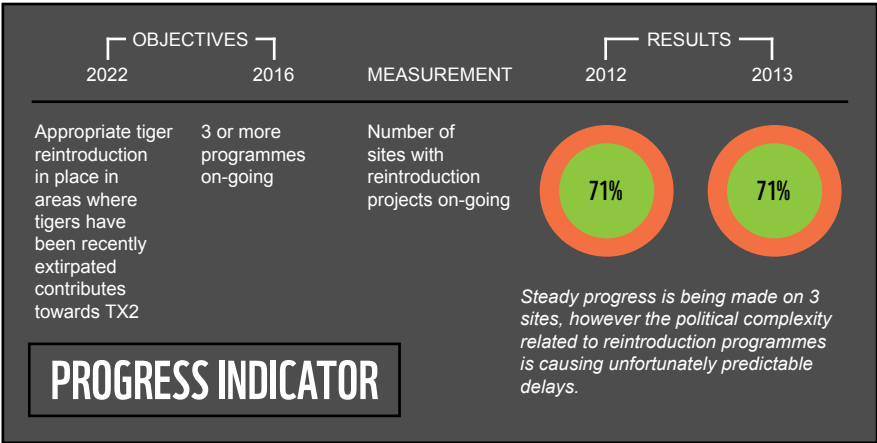


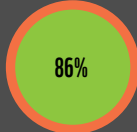
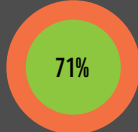
CHINA



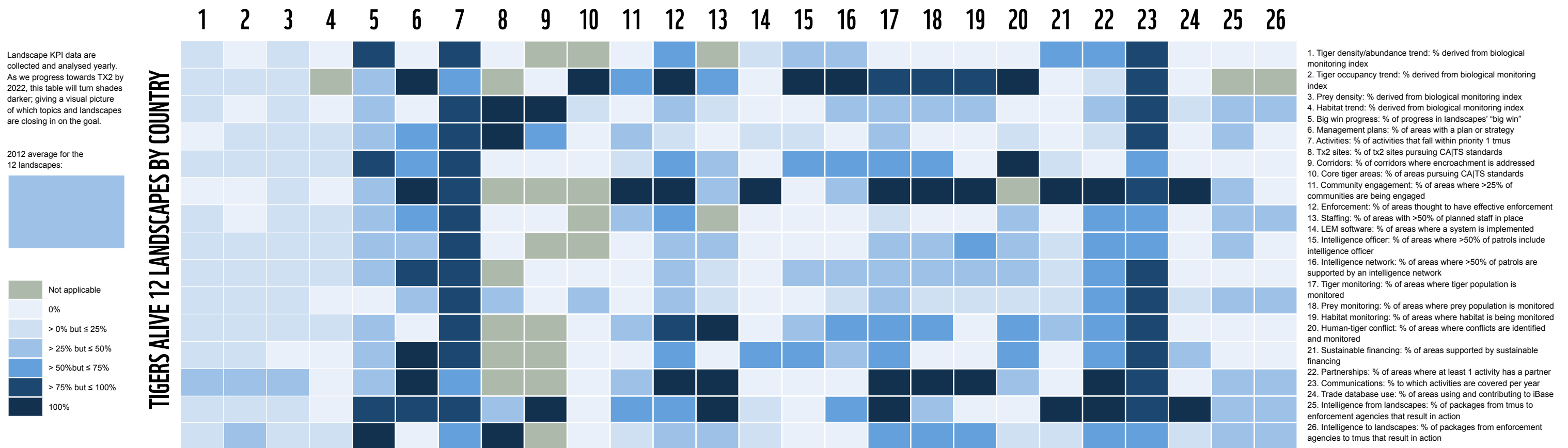
WWF launched a deer reintroduction programme in Wangqing Nature Reserve in northeast China, at a site where tracks of Amur tigers and leopards have been observed frequently. This reintroduction is part of a larger tiger conservation programme which is aimed at recovering prey densities and restoring habitat so big cat populations can increase in China.

Camera trap photos of reproducing deer and the discovery of preyed-upon deer carcass confirm this program has been as successful as hoped.



OBJECTIVES			RESULTS	
2022	2016	MEASUREMENT	2012	2013
Systems for measuring and monitoring tiger/ tiger prey and habitat quality/ coverage are in place and providing regular data for tracking progress to TX2	All Priority 1 areas are monitoring tigers, tiger prey and habitat (where applicable) according to monitoring protocols	Landscape Key Performance Indicators	 86%	 71%
			<i>This years data collection indicates that while tiger monitoring is on track in many areas, progress is still hampered by a lack of capacity and resources in the landscapes. Additional funding is currently being sought to address these gaps.</i>	

2012 LANDSCAPE KPI MONITORING DATA



INDIA

A photograph of a tiger walking through a forest. The tiger is in the center, moving towards the right. The background is filled with green foliage and trees. The image is framed by a blue border.

© WWF India/WB Forest Department

A photograph of a tiger walking towards the camera in a forest. The tiger has orange fur with black stripes and is looking directly at the viewer. The background is a dense forest with green foliage.

© WWF Malaysia/Lau Ching Fong

MALAYSIA



INDONESIA



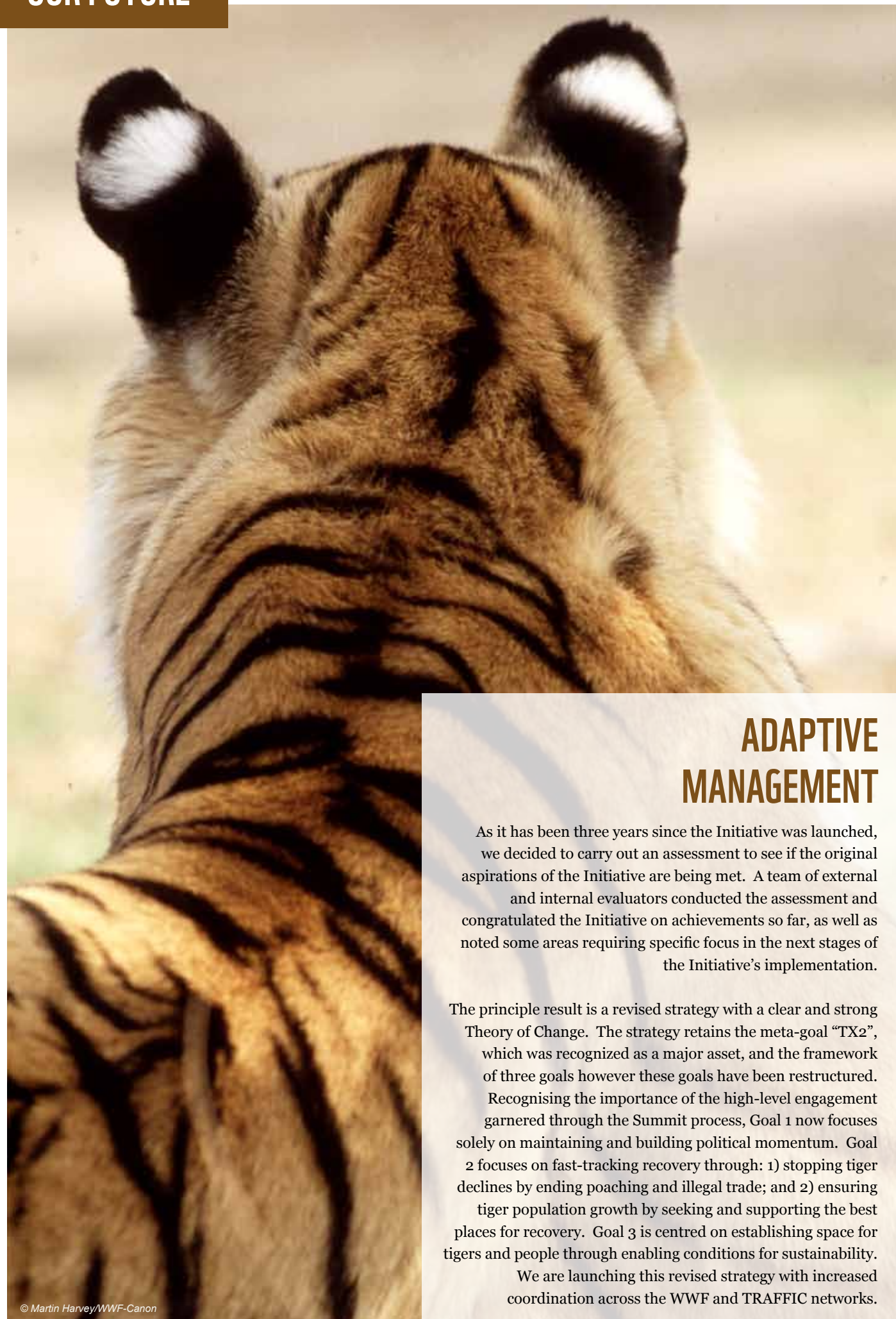
In April 2013 WWF researchers published a paper in *Oryx* on the use of camera traps to estimate population density in previously unsurveyed areas of Sumatra, including peatswamps. Results show densities may be as low as half of previous estimates. In some areas, density may be as low as one tiger per 40 square miles, likely due to high levels of human activity. This publication was well received and carried in the international media.

FOCUS STORY: TX2 IN TERAJ ARC

Through the hard work of members of the Initiative around the world, we have secured critical funding for TX2 work across significant parts of the Terai Arc Landscape. This landscape is home to the world's high density of wild tigers and has employed innovative conservation approaches, including essential transboundary cooperation between India and Nepal, which make it a model for tiger recovery, a place where fantastic gains can be made and best practices demonstrated.

Our goal is to increase tigers by more than 50% in nine sites within the landscape by 2022. This will effectively create the largest interconnected tiger population in the world. These sites include: India – Champawat Forest Division, Haldwani Forest Division, Lansdowne Forest Division, Phillibit Forest Division, Ramnagar Forest Division, Terai East Forest Division, Terai West Forest Division and Valmiki Tiger Reserve; Nepal – Suklaphanta Wildlife Reserve.

We will do this by increasing monitoring and law enforcement capacity of state forest departments, address human-tiger conflict, present alternative livelihood strategies for local people, improve policy and implement CA|TS accreditation scheme.



ADAPTIVE MANAGEMENT

As it has been three years since the Initiative was launched, we decided to carry out an assessment to see if the original aspirations of the Initiative are being met. A team of external and internal evaluators conducted the assessment and congratulated the Initiative on achievements so far, as well as noted some areas requiring specific focus in the next stages of the Initiative's implementation.

The principle result is a revised strategy with a clear and strong Theory of Change. The strategy retains the meta-goal "TX2", which was recognized as a major asset, and the framework of three goals however these goals have been restructured. Recognising the importance of the high-level engagement garnered through the Summit process, Goal 1 now focuses solely on maintaining and building political momentum. Goal 2 focuses on fast-tracking recovery through: 1) stopping tiger declines by ending poaching and illegal trade; and 2) ensuring tiger population growth by seeking and supporting the best places for recovery. Goal 3 is centred on establishing space for tigers and people through enabling conditions for sustainability.

We are launching this revised strategy with increased coordination across the WWF and TRAFFIC networks.

© Martin Harvey/WWF-Canon



CREATING SPACE FOR TIGERS & PEOPLE

Our revised strategy provides an exciting new strategic focus under Goal 3: we are looking to the future. As populations grow and economies expand in Asia, there will potentially be even greater pressure on fragmented wild tiger populations in the near future. Without prudent planning and timely interventions, little space may be left for tigers (or other species demanding large areas of natural wilderness).

Our work under Goal 3, in two parts, aims to find solutions that will merge tiger range countries' development needs with the need for robust and viable wild tiger populations. The first part of Goal 3 focuses on securing enough space for tigers by ensuring land-use plans are well-formed and are well executed on the ground. The second part of Goal 3 focuses on increasing support for tigers by ensuring forests and tigers are not threatened by economic needs but are instead recognized as valuable contributions to a thriving green economy. Under the aims of this revised and exciting goal, we will also launch a major long-term campaign to build strong constituencies of local support for tigers; ensuring that when decisions are made that threaten tigers, local people will stand up and advocate.

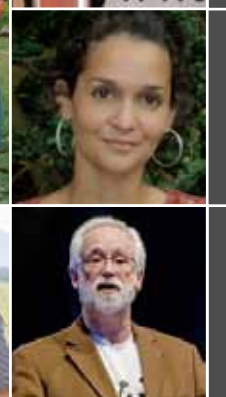


© National Geographic Stock/Michael Nichols/WWF



WE ARE THE TIGERS ALIVE INITIATIVE

The Tigers Alive Initiative is a WWF Global Initiative whose aim is to double the world's wild tiger population by the next Year of the Tiger in 2022. We are a collective of dedicated conservationists from WWF and TRAFFIC the wildlife trade monitoring network - a joint program of WWF and the IUCN. We come from all over the world, united in our determination to recover wild tigers.



WWF Tigers Alive Initiative in Numbers

100%
RECYCLED



2009

The Initiative was
established in 2009

12

We work in 12
landscapes

+ 1,500,000

The landscapes cover over 1.5
million square kilometres

+ 3,200

There are estimated to be
about 3,200 tigers left in
the wild



Why we are here

To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature.

panda.org

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WWF Tigers Alive Initiative c/o WWF Malaysia

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