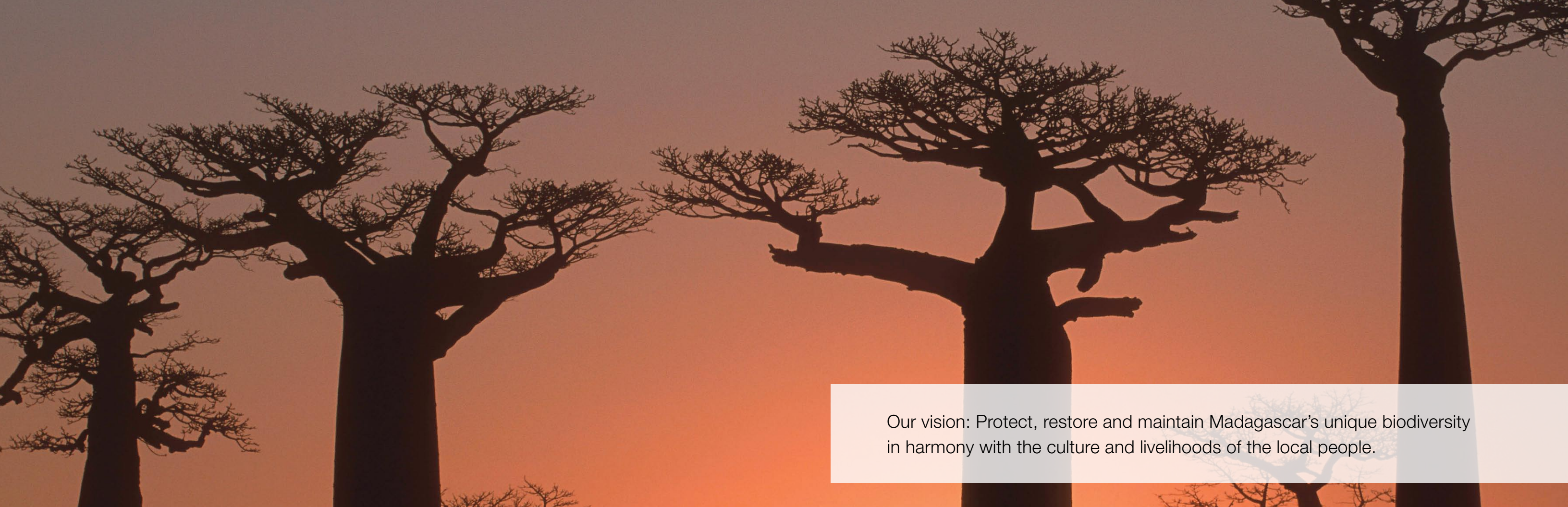


Madagascar

Safeguarding one of Earth's most captivating islands

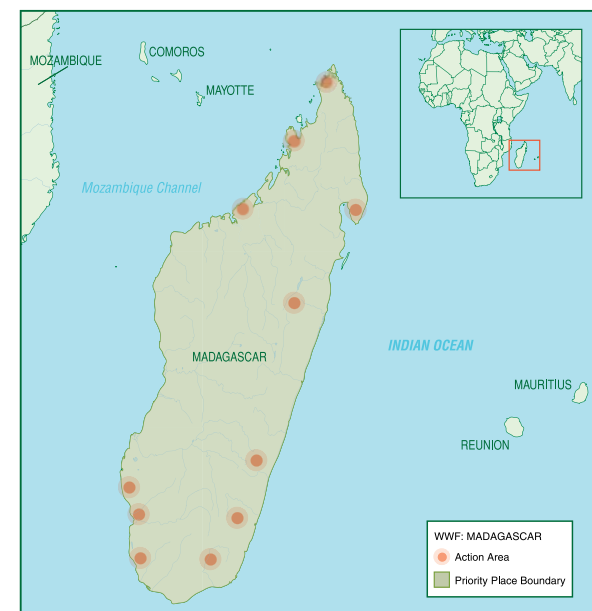




Our vision: Protect, restore and maintain Madagascar's unique biodiversity in harmony with the culture and livelihoods of the local people.

What makes Madagascar extraordinary

Madagascar is irreplaceable. Split from the African continent over 160 million years ago, this island country developed its own distinct ecosystems and extraordinary wildlife. Approximately 92 percent



of Madagascar's reptiles, 68 percent of its plant life and 98 percent of its land mammals, including lemurs, exist naturally nowhere else on Earth.

Demands from today's global markets threaten the diversity brought about by the isolation that the island of Madagascar has experienced. Deforestation, unsustainable agriculture and erosion fueled by human population growth all jeopardize the island's unique habitats. As a result, several charismatic species such as lemurs and chameleons that evolved here over millions of years may become extinct before the end of the century.



The place. The world's fourth-largest island, covering over 144 million acres, includes lush lowland rain forests and mountains along the eastern coast, dry forests in the west, volcanic mountains in the north and the Spiny Desert to the south. The climate is tropical along the coast, temperate inland, and arid in the south, supporting a great range of biodiversity.



The species. Madagascar is home to seven species of baobab trees, the world's most endangered tortoise, an estimated 10,000 endemic plant species, and more than 50 species of lemur, many now facing extinction. The aye-aye, silky sifaka and Goodman's mouse lemur – named in honor of WWF scientist Steven Goodman – are considered three of the most evolutionarily distinct and globally endangered animals.



The people. The 17.5 million people of Madagascar practice a diverse array of faiths and customs. A majority of the population depends on subsistence farming, including rice and cattle. It is estimated that 80 percent of the population lives below the poverty line.



WWF delivers lasting results

WWF has been active in Madagascar for more than three decades, providing local communities with the support necessary to manage natural resources effectively. WWF's community-based conservation efforts also provide local people with sustainable income opportunities through natural resource management and ventures such as ecotourism.



Notable Accomplishments

1960s

Initiated research on lemur populations to gain a better understanding of their location, threats and population dynamics

1980s

Conducted a nationwide survey of protected areas to identify gaps in the existing system and determine management capacity needs to expand our conservation efforts

1990s

Brokered the first commercial debt-for-nature swap to help protect imperiled forests and train more than 400 local conservation agents

Developed new forest management policies to ensure local communities' ability to benefit from conservation

2000s

Launched a Sacred Forests program to help local communities gain legally recognized rights to manage and protect culturally and ecologically important forests

Cofounded the Madagascar Foundation for Protected Areas, securing a global commitment of \$30 million in funding

Worked with the government to put a temporary ban on mining while new protected areas are being developed



“Our programs address immediate threats to biodiversity, reflect the needs and aspirations of local people and create the policy and partnership foundations for long-term conservation.”

Nanie Ratsifandrihamanana
Conservation Director, WWF Madagascar

WWF is committed to making our vision a reality

Less than 10 percent of the island's original forest cover exists today. Most has been cut down for firewood, cattle grazing, charcoal production and construction materials. Coastal mangroves and near-shore marine systems have been devastated by infrastructure development, aquaculture and destructive fishing practices.

WWF has responded to these challenges by working closely with government, scientists, industry and local communities. We are focused on four areas that present the best opportunities to secure the future for the island's people and species.



Tripling and connecting protected areas

WWF is working closely with the government of Madagascar to triple the area of the country's protected areas by 2008, which will protect at least 12 million additional acres, including over 2 million acres of marine habitat. Creation of the new protected areas will be done in close cooperation with local communities and is expected to generate additional economic benefits through initiatives such as ecotourism. We are placing special emphasis on the design of the new protected areas, linking small but critical sites to preserve rare species with limited range as well as conserving vast blocks of forest where migration corridors can be maintained.

Making conservation sustainable through long-term financing

WWF is a leader in developing sustainable financing mechanisms for conservation. In 2005, we cofounded the Madagascar Foundation for Protected Areas and Biodiversity, with international funding commitments totaling over \$30 million, to support the efforts of national agencies and local communities against slash-and-burn agriculture and the illegal trade in plants and animals.

Educating the next generation of Malagasy conservationists

WWF and Chicago's Field Museum of Natural History run the Ecology Training Program through which students learn about field survey techniques, conservation biology, and taxonomy and have opportunities to publish their findings. Over the past 10 years, this program has been a driving force for the development of human capital in Madagascar. The program's first 30 graduates have produced biological inventories of 110 sites, helped discover 78 new species, and published more than 300 scientific articles.

Protecting the Dry and Spiny Forests

For a region that receives as little as 12 inches of rain per year, Madagascar's southernmost forests host a staggering array of species. Animals found in this amazing region include the fossa, Madagascar's largest carnivore, as well as a variety of lemurs and mysterious plants. WWF has developed an ecoregion action program here. We have expanded our impact by supporting programs that address immediate threats to biodiversity. We also back programs that help some of the most marginalized and poverty-stricken communities manage their natural resources more sustainably while meeting their livelihood, family planning and health needs.



WWF builds strong partnerships

Lasting conservation is achieved by collaborating with a range of committed partners including nongovernmental organizations, governments, local communities, traditional authorities, businesses and individual supporters. By leveraging the strengths of our collaborations, we are able to accomplish our greatest successes. In Madagascar we work with diverse partner organizations, including

Action Santé Organisation Secours
Conservation International
Field Museum of Natural History
French Development Agency (AFD)
French Global Environment Facility (FFEM)
German Technical Cooperation Agencies
(GTZ, KFW and BMZ)

MacArthur Foundation
National Association for the Management
of Protected Areas
USAID
Wildlife Conservation Society
The World Bank

Be part of our work

WWF is leading the most important and ambitious conservation effort the world has ever seen.

By 2015, we will conserve 19 of the world's most important natural places and significantly change global market forces to protect the future of nature.

Together, with your generous support, we can directly influence the course of conservation.

To learn more, visit worldwildlife.org/Madagascar



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