

DEAR FRIENDS AND BUSINESS PARTNERS,

We would like to extend our best wishes at the end of the year by presenting one of the donations we are making to conserve biodiversity, in this case to protect lions and other migratory species in the Serengeti-Mara region of Central Africa.

The centuries-old balance between humans and animals is now being severely tested by conflicts over grassland use. Both the cattle-breeding Masai and the herds of migratory animals between the national parks require more space. This is increasingly caused by extreme droughts and population growth.

The WWF Germany, to whom our donation goes, has been counteracting this development for years through land lease and the establishment of small community protected areas.

There are already 2,200 families directly integrated into the protection activities.

They benefit from rent income, gamekeeper posts, medical aid and school grants for their children. In the long term, income is to be generated from ecological tourism.

With our donation an additional 5 villages can be added to the network of community protected areas. The villagers will receive mobile fences to protect their farm animals from predatory cats at night. This prevents direct conflict with wild animals. For the coming year an additional 250 hectares of land will be leased, which has been identified as particularly valuable in closing gaps in the migratory corridors of lions and leopards.

WE WOULD LIKE TO EXPRESS OUR THANKS FOR THE GOOD CO-OPERATION AND WISH YOU A MERRY CHRISTMAS AND ALL THE BEST FOR THE COMING YEAR!

CR3-KAFFEEVEREDELUNG M. HERMSEN GMBH



© WWF Wildebeest migration, Mara River, Kenya



© WWF Master - African Lion, Ol Choro Conservancy, Masai Mara, Kenya, February 2017