



Great Apes Strategy

The Foundation's Great Apes strategy is driven by its mission to ensure conservation and respect for the world's gorillas, chimpanzees, bonobos, orangutans and gibbons,¹ who are under threat in every country where they live. The strategy aims to:

- Reconcile socio-economic development and conservation activities in priority great ape landscapes;
- Build an integrated and coordinated great ape conservation movement;
- Improve respect and recognition for the intrinsic value of apes.



¹ The Great Apes strategy includes gibbons because these smaller apes are often excluded from ape-focused conservation approaches, despite the significant threats to their survival.



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Through a planning process that involves input from multiple partners and based on data collected in reports and through information-sharing platforms such as the A.P.E.S. portal,² the Foundation’s strategy focuses on approximately 15 of 35 priority landscapes within apes’ range states, as well as countries inside and outside their range where they are held in captivity.

Three mutually reinforcing and interrelated program areas support the mission for the five year period 2010-2015:



Conservation of Apes

Ape populations occur in tropical forests across Central, West and East Africa and much of Southeast Asia. While they are protected by national laws in every range-state country, their forest habitats are being destroyed and degraded for industrial agriculture, logging, and mining, and hunting has put wildlife at risk. Nearly one-fifth of Central Africa’s forestland, for example, is designated primarily for production.³

The goal of this program area is to reduce threats to apes in their natural habitat, focusing specifically on

protection of ape populations and habitats in priority landscapes. Prioritization is based on the size of habitat, size and density of ape population, the number of species, the level of threat, the presence of effective conservation efforts, and the existence of supportive institutions and legislative frameworks.



Arcus conservation investments follow three guiding principles. Support goes to initiatives that are long term, holistic, and collaborative. In 2010 the strategy identified 15 priority landscapes: 8 in pristine areas,⁴ 5 in frontier areas⁵ and 2 in isolated areas.⁶ While support is

² <http://apesportal.eva.mpg.de>

³ Food and Agriculture Organization of the United Nations, *State of the World's Forests*, 2011

⁴ • Central African Republic, Republic of Congo, Cameroon: Sangha Trinational plus Ndoki-Lac Tele-Likouala and Batanga Swamps.

• Democratic Republic of the Congo: Maiko-Lutunguru-Tayna-Kahuzi Biega.

• Indonesia: Leuser Ecosystem: East and West Leuse, Taumon Singkil plus Tripa swamp on Sumatra.

• Republic of Congo: Odzala, Lossi Ngombe-Ntokou-Pikounda.

• Indonesia: Sabangau and Tanjung Putting, Central Kalimantan on Borneo.

• Uganda, Rwanda, Democratic Republic of the Congo: Virunga Transboundary Ecosystem.

• Democratic Republic of the Congo: Salonga-Lukeni - Sankuru Landscape.

• Liberia, Cote D'Ivoire: Tai Sapo Forest Corridor.



available for short-term projects including urgent ape protection needs and innovative, high value learning projects, the majority of Arcus conservation investments are designed to support:

- Organizations that take a holistic approach and that focus on long-term engagement and collaboration;
- Collaborative efforts with influential policy-level partners, including governments and multinational and private sector organizations, to analyze socio-economic factors and link livelihoods and development initiatives with conservation goals;
- Capacity building and investment in organizations and leaders to meet locally appropriate needs and priorities and to monitor and assess the impact of their work.

Well-being of Apes in Captivity

The goal of this program area is to strengthen international protection of captive great apes in their range states and beyond, and to ensure high standards of care for them in captivity by providing them with effective sanctuaries. The program aims to halt the use of great apes in entertainment and in invasive medical research.

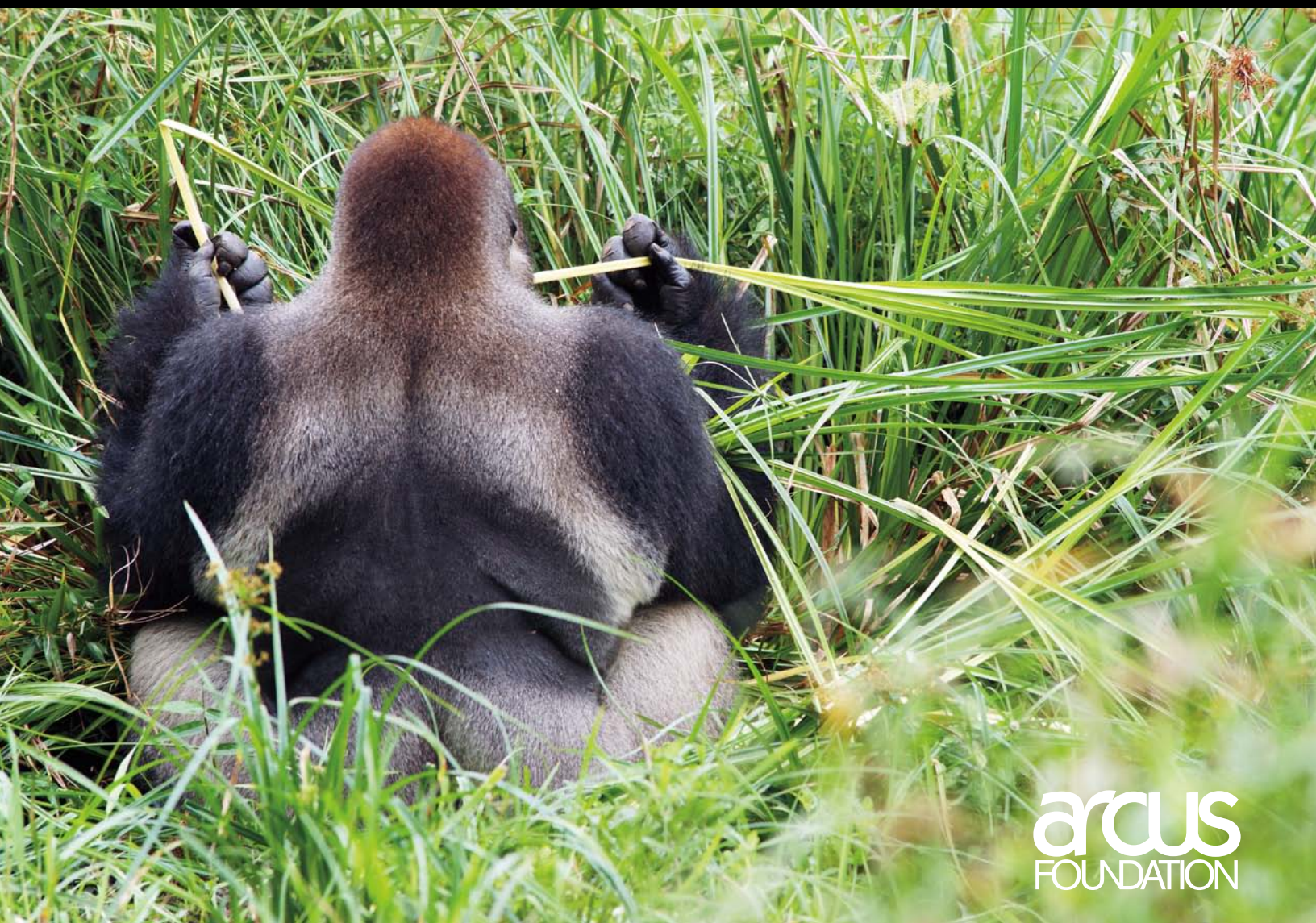
For captive apes in range states, the Foundation focuses on rehabilitation and, where possible and appropriate, reintroduction into natural habitats. Support is given to sanctuaries which show a no-breeding policy; provide or show willingness to meet the highest standards of

care; and engage with collaborative networks to share learning and experience.

For captive apes outside range states the Foundation focuses exclusively on the United States and Canada, where it supports the highest standards of long-term care, with no breeding or exploitative use, and ethologically appropriate, naturalistic settings where possible.

- STRATEGY**
- For range states Arcus supports:
 - Thought leadership and behavior change through awareness raising, policy, legislation and public engagement;
 - Capacity building of organizations working to improve provision of care for apes and to reduce the number held in captivity;
 - Efforts to ensure prosecution related to illegal poaching and trading, and rescue of individual victims from hunters/traders;
 - Work aimed at reintroduction of former captives into their natural settings.

⁵ • Malaysia: Upper and Lower Kinabatangan, Upper Segama, Tabin and Kulamba.
 • Nigeria, Cameroon: Takamanda-Mone and Cross River National Park, Afi Mountain Wildlife Sanctuary and Mbe Mountains.
 • Malaysia, Indonesia: Northwestern Kalimantan.
 • Indonesia: Mentawi Islands.
 • Indonesia: Western Java.
⁶ • Vietnam, China: Cao-Vit landscape.
 • China: Hainan Island.



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STRATEGY

For non-range states Arcus focuses on the United States and Canada where it supports:

- Efforts to halt the use of apes in invasive research (biomedical and behavioral/cognitive), in entertainment, and for personal use (e.g. as pets);
- Work to strengthen sanctuary capacity to provide life-long care to apes at the highest possible standards;
- Efforts to ensure sanctuary, welfare and policy organizations are working effectively together to monitor implementation of legislation, regulations and criteria for use of captive apes;
- Creation of an evidence base and knowledge to support education of the public, policy makers and other relevant stakeholders on the need to provide care for apes that reflects their sentience, dignity, and need for emotional well-being.



Apes and Ethics

The Foundation's goal in this program area is to increase recognition of and respect for the rights and intrinsic value of the great apes, especially the right to live free of abuse, exploitation and private ownership. The program area seeks to shift cultural values, support appreciation of humans' relationships to other apes, significantly decrease the need for sanctuaries, and improve great apes' chances of survival in the wild.

STRATEGY

- Arcus supports:
- Improvement of the knowledge base, development of best practices, education of

key audiences, forging of partnerships, and development of policy with respect to how humans treat other animals;

- Organizations and individuals working to improve animal welfare, to improve capacity and coordination, and to enable stronger strategic focus on these issues;
- Efforts to improve the quality and sharing of knowledge that is driven by research, and amplify the voices of those who are currently less represented in discourses and debates;
- Dissemination of knowledge, learning, and shared experiences through convenings, social media, and distribution of studies and reports.