

WHITLEY FUND
FOR NATURE



2018

Whitley Fund for Nature's
**Communications
Impact Report**

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Introduction

Mission:

The Whitley Fund for Nature (WFN) is a nature conservation charity offering recognition, training and grants to support the work of proven grassroots conservation leaders across the Global South.

Strategic Objectives:

1. To find, recognise, and fund proven grassroots conservation leaders in the Global South
2. Champion and repeat fund the most effective winners
3. Support the replication and growth of effective conservation solutions
4. Raise awareness of the work of winners and spread the message that we can all make a difference to the conservation of wildlife and wild places

Report Concept:

Often referred to as the “Green Oscars”, winning a Whitley Award is a moment of great achievement. In addition to providing project funding, the Whitley Award brings international recognition to winners. This report seeks to highlight the impact that receiving a Whitley Award has on a conservationist’s media profile and on their career trajectory.

Why Focus on Profile?

Funding is just part of what conservationists need to succeed. The Whitley Award seeks to bring unsung leaders to the world stage, with recognition from our patron, HRH The Princess Royal. From building local and national pride, to reaching potential donors, finding new NGO partners, and helping to influence policy, increased visibility and media coverage can help kick-start a snowball effect, growing a conservationist’s reach and access to funding substantially.

The more people who read about their work, the more philanthropic support winners are able to inspire and the more likely they are to receive additional accolades and awards. As their profile is raised, winners also have a better chance to connect with other conservationists and NGOs to share approaches, results and resources. In turn, with greater credibility, they are in a better position to influence local, national, and international policy decisions. All of these factors contribute to stronger and more effective conservation work.

Scope:

This report covers all publications and media from 1 Sept 2017 through 1 Sept 2018. For 2018 Whitley Award winners, the articles featured are from between 25 April 2018 – 1 Sept 2018 (the 4 month period that follows their Whitley Award win).

Providing a Platform

As well as providing winners with significant financial support, WFN works to accelerate the career paths of Whitley Award recipients by helping to raise their profile. During the Awards week, winners receive professional media and speech training to enable them to effectively communicate their important work.

Through this training, they are able to capitalize fully on the media spotlight they receive following their win.

To raise awareness and champion their success, tailor-made films narrated by WFN Trustee, Sir David Attenborough, and publicity materials are distributed to the UK and overseas media with the support of an external PR agency. The Ceremony is live-streamed and images of the winners receiving their Award from HRH The Princess Royal often make it onto the front page of local and national newspapers in winners' home countries.



*86 survey respondents out of 129 Whitley Award winners surveyed



Awards Week

Awards Week Timetable

The specialised speech and media training winners receive during their week in London is designed to prepare them for the media attention post-win, as well as nurture their ability to shine in interviews, speeches, and TV and radio spotlights.

The 2018 Timetable for the Awards Week in London was action-packed, and the week was set up to enable winners to capitalise on the medial and networking opportunities presented.

Monday: Interviews with the WFN Judging Panel; Reception with the Friends of WFN (supporters)

Tuesday: Media training in print, radio, and TV, sponsored by HSBC

Wednesday: Professional speech training; Rehearsals, Whitley Awards Ceremony

Thursday: Press conference; Media interviews; Alumni workshop; NGO networking reception

Friday: Contract signing; Pro-bono legal advice via The Thomson Reuters Foundation; Departures

7/10 past winners interviewed said that the media training with HSBC stood out to them the most of everything during their week in London

After the Awards Week:

Throughout the year, WFN's small team of staff works hard to support winners and raise awareness of their work. WFN's own Twitter, Facebook, and Instagram accounts are dedicated to sharing winner updates, stories, and coverage with our networks. Additionally, WFN works with an external PR agency, Liquid PR, in order to collate winner coverage, produce press releases on winner achievements and prepare other winner-focused features. On the following page, you can see the impact that this multi-faceted strategy can have in raising a winner's profile and spreading the word about their conservation work.



2018 PR Impact Summary

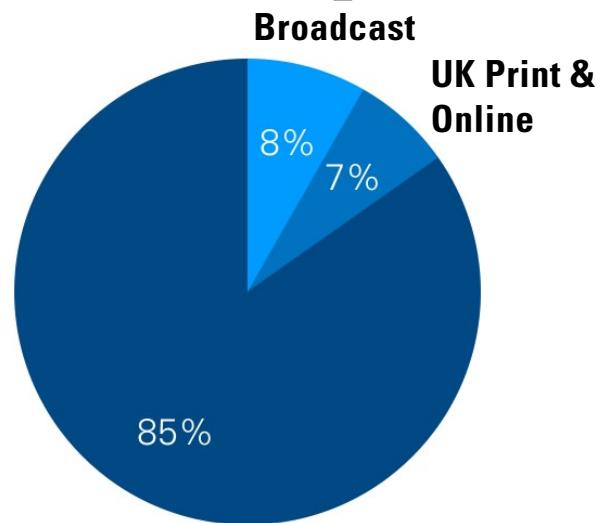
2018 Coverage Summary

302 items in total

25 broadcast features, including TV and radio interviews

21 articles in UK print and online

256 items in international print and online



International Print & Online

**These figures are based on UK and international coverage tracked by WFN and Liquid PR; without a formal media monitoring service in place they represent a conservative estimate. Not all coverage will be captured, especially internationally, and some audience reach figures are unavailable.*



Social Media

WFN promotes winners across our various social media platforms and on our [website](#). Follow us at @WhitleyAwards on [Twitter](#), [Instagram](#), and [Facebook](#).



2.4K likes

with strong growth in the past year of up to 162 new likes per month. Reach of up to 5,300 users per post.



3.2K followers

with total reach of 523,000 users in 2018. Individual post reach of up to 11,000 users.



497 followers

gained since platform launch in June 2018, with post engagement totalling nearly 5,000.



54K unique visits

with 150,000 website views in 2018.



WFN also benefits from the involvement of high profile individuals, whose support and presence serves to further raise winner profiles.

HRH The Princess Royal has been a Patron of the Whitley Fund for Nature for nearly 20 years, and each year attends our Awards Ceremony to hand out each Whitley Award. We're also lucky to benefit from the support of our Trustee, Sir David Attenborough, who narrates short films for each winner.



“The award gave credence to our conservation work. It's like, if this programme got a Whitley Award, it must be good!”

**Jayson Ibañez
2015 Whitley Award winner**

“Having HRH Princess Anne as the Patron gives the award a very high global profile....”

John Waithaka, 2003 Whitley Award Winner

69% of winners felt that HRH The Princess Royal had helped raise their profile in the local context

*Data from independent Impact Assessment of our winners over the past 25 years undertaken by Consultant Brittany Sawrey, MSc and Professor E.J Milner-Gulland of Oxford University. 128 participants out of 191 potential respondents.



2018 Winners

This section features highlights from the press coverage of the 2018 Ceremony itself, and then delves into each of the 2018 Award winners, looking at the top pieces of national and international coverage received since winning their Whitley Award.



Pablo Borboroglu - Argentina (Gold Award Winner)

Global Penguin Conservation

www.globalpenguinsociety.org



Anjali Chandraraj Watson - Sri Lanka

Leopards as a Flagship for Wildlife Corridors

www.wwct.org



Olivier Nsengimana - Rwanda

Conserving Rwanda's Emblematic Grey Crowned Crane

www.rwandawildlife.org



Shahriar Caesar Rahman - Bangladesh

Tortoises in Trouble: Community Conservation of Asia's Largest Tortoise

www.conservationalliance.org



Dominique Bikaba - Democratic Republic of the Congo

Ensuring the Survival of DRC's Eastern Lowland Gorillas

www.strongrootscongo.org



Kerstin Forsberg - Peru

Majestic Giants: Safe Passage for Manta Rays

www.planetaoceano.org



Munir Virani - Kenya

Game of Poisons: A Strategy to Save Kenya's Threatened Vultures

www.peregrinefund.org

2018 Awards Coverage

Immediately following the 2018 Ceremony, there were a number of high profile articles released featuring our winners, including the following publications:

The Guardian

The Guardian, UK

Online - over 62 million unique browsers worldwide every month
'Whitley awards for nature conservation 2018 winners - in pictures'
26 April 2018

<https://www.theguardian.com/environment/gallery/2018/apr/26/whitley-awards-for-nature-conservation-2018-winners-in-pictures>



Mongabay, USA

Online - Monthly circulation of 1,967,475
'Photos: Meet the 2018 'Green Oscars' winners'
27 April 2018

<https://news.mongabay.com/2018/04/photos-meet-the-2018-green-oscars-winners/>

Photos: Meet the 2018 'Green Oscars' winners

by Mongabay.com on 27 April 2018 |

f t in e m b





The Ecologist, UK

Online - Monthly circulation of 195,000

'A rich conservationist is a rare species', By Wendyrosie Scott

15 May 2018

<https://theecologist.org/2018/may/15/rich-conservationist-rare-species>



The Crown Chronicles, UK

Online

'Princess Anne's week: presentations, dedications & award ceremonies,' by Dianne Dunn

30 April 2018

<https://www.thecrownchronicles.co.uk/royal-news/princess-anne-s-week-presentations-dedications-award-ceremonies/>



National Geographic Kids - Magazine

Print - Circulation of 70,000/month

'Conservation Champions!'

Summer 2018, Issue 153

Conservation CHAMPIONS!

Three award-winning environmental activists tell us about the species they're trying to save...

YOU'RE
MY HERO,
OLIVIER!

These three champs all won a 2017 Whitley Award from the Whitley Fund for Nature, a charity that funds conservation projects around the world. Their prize money will help them do even more great work!

Olivier Nsengimana is saving GREY CROWNED CRANES in Rwanda

Most kids have a favourite superhero: Spiderman, Captain America, Wonder Woman – the list is long. But as a young boy from a rural village, I didn't know about those superheroes. My family didn't have a television. Instead, my friends and I ran around and enjoyed nature. One spectacular sight was the grey crowned crane. We all wished we could fly like them. They were our superheroes.

In 2014, I learned that cranes were nearly extinct in my country because of the illegal pet trade and habitat loss. So I decided to go and save my superhero!

How he's helping
Former vet Olivier works with local communities to raise awareness of the cranes, conserve wetlands and restore nest sites by planting trees. His team have put over 100 captured cranes back into the wild, and have registered all the illegally-owned birds to prevent more from being taken. Yay!



These striking birds are symbols of wealth and long life in Rwanda – which means many rich people keep them illegally as pets in their gardens.

NATIONAL GEOGRAPHIC KIDS

Caesar Rahman is helping TORTOISES & TURTLES in Bangladesh

Bangladesh is the most densely populated country in the world, with more than 160 million people.

CAESAR IS TURTLE-Y AWESOME!

I first visited the remote Chittagong Hill Tracts in 2011 as a biodiversity researcher. I look out for rare reptiles and amphibians. Hidden in this biodiverse region is home to 30 indigenous tribal groups. On each trip there I discovered a new species! I even found an Asian giant tortoise, previously thought to be extinct!

I fell in love with the people, wildlife and people, but I came back from each visit more distressed by the destruction of forest. I realised something needed to be done, so I began to work with the local people to protect the forest they depend on.

How he's helping
So far, Caesar has set up five conservation areas and he's training ex-hunters to monitor and protect turtles. With his help, women in 12 forest villages now sell crafts as a form of extra income. The number of turtle poaching has halved since his work began! But the region is still in trouble, with two major roads planned through the forest. So Caesar is working hard to make the Bangladeshi government protect this special place. Good luck!

Anjali Watson is saving LEOPARDS in Sri Lanka

Sri Lanka is home to just 700 leopards.

ANJALI IS DOTTY ABOUT ME!

Sri Lankan leopards are an 'umbrella' species – this means that efforts to save them also protect many other species!

No matter how many times I see the stunning Sri Lankan leopard, my heart races. This proud, agile species is found nowhere else on the planet, and for years it has been king of my country's jungles. But the threat today is space. Sri Lanka is the second largest producer of tea in the world, and because tea farms encroach on the forests, people share the land with this apex predator – leading to fear and conflict.

How she's helping
Anjali is protecting 'corridors' of highland forest that link up leopard habitats. She's training locals as 'leopard watchers' to respond to village invasions, and to reduce the trapping of big cats. She's also set up a scheme so that tea estates that protect leopards get more money. Nice work!

Anjali Watson



“As far as the impact for us since winning the Whitley award, it has been terrific. We have had multiple national newspaper articles, a full interview talk show segment on national TV and other shorter interviews aired via web media, all of which have been shared many times over via social media, not by us but by others! I think the term ‘Green Oscars’ definitely caught peoples’ attention!”

Anjali Watson

Anjali has received extensive coverage in her home country of Sri Lanka, as well as some coverage in the UK. [Visit our website](#) to read more about Anjali's leopard conservation work.

Regional Coverage Highlights (Sri Lanka):

Sunday Times, Sri Lanka

Online & Print - National Sunday paper with widest audience in Sri Lanka, 15,978,318 readers/month

‘Lankan conservationist Anjali Watson among recipients of conservation world’s “Green Oscars”’

27 April 2018

<http://www.sundaytimes.lk/article/1042672/lankan-conservationist-anjali-watson-among-recipients-of-conservation-worlds-green-oscars>

Roar Media, Sri Lanka

Online - Over 3 million unique readers, over 50 million video views per month

‘Of Tea Estates, Leopards, and the Prestigious “Green Oscars”: A Conservation Story’, by Radhia Rameez

16 May 2018

<https://roar.media/english/life/environment-wildlife/of-tea-estates-leopards-and-the-prestigious-green-oscars-a-conservation-story/>





Sirasa TV, Sri Lanka
Television - National TV Station
30 Minute Interview
12 July 2018
<https://www.youtube.com/watch?v=fnyI7rcKWjA&feature=youtu.be>



UK and International Coverage Highlights:



Wildlife Conservation Research Unit, UK

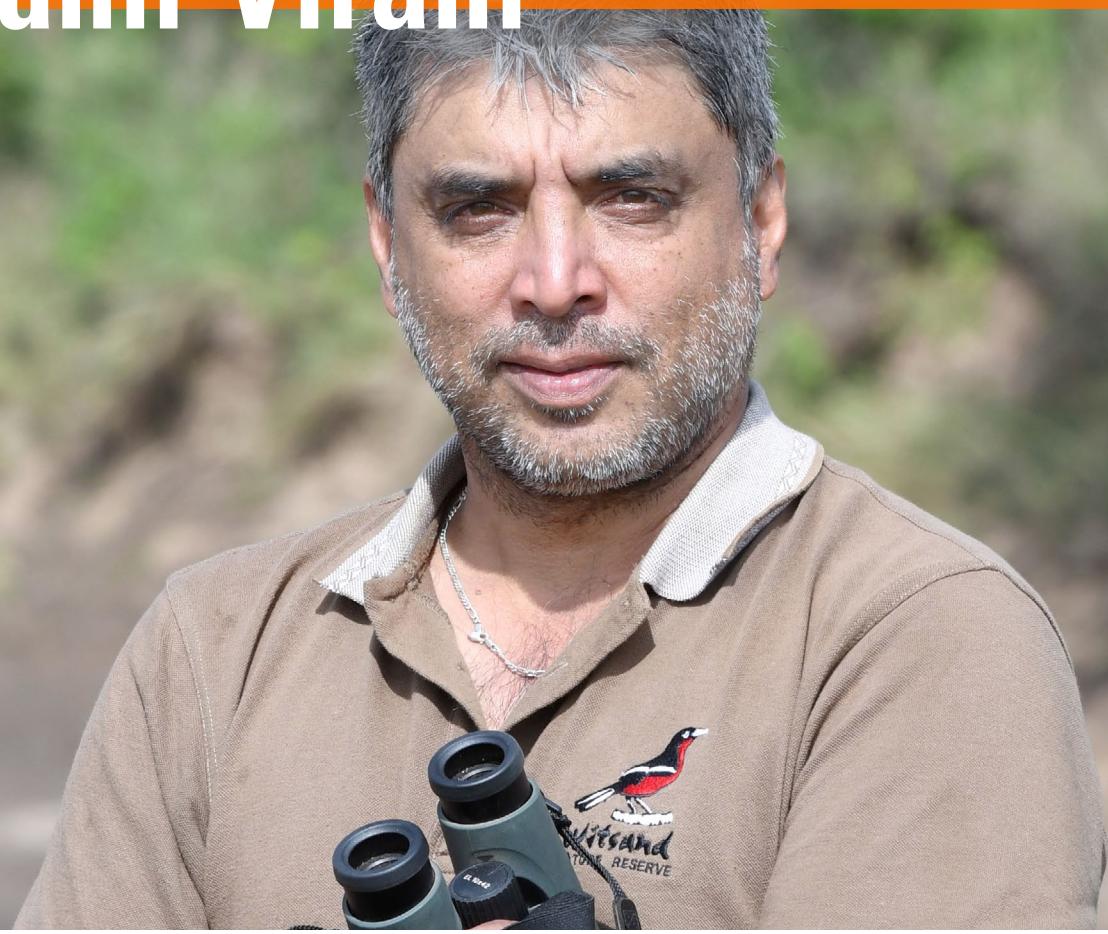
Online - 2K Twitter followers
'Green Oscar for WildCRU collaborator, Anjali Watson, for her work with Sri Lankan leopards'
26 April 2018
<https://www.wildcru.org/news/green-oscar-anjali-watson/>

Other honours and updates:



2018 Whitley Award Winner

Munir Virani



Munir has received important coverage regionally and internationally on his vulture conservation work in Kenya. From television interviews to in-depth articles, his spotlight has helped to educate readers on the important role that vultures play in ecosystems. To learn more about Munir's project, [click here](#).

Regional Coverage Highlights (Kenya):



The Star, Kenya

Online - Kenyan daily newspaper, reach of 15,000–20,000 in 2010

'Biologist feted for vultures conservation', by John Muchangi

30 April 2018

https://www.the-star.co.ke/news/2018/04/30/biologist-feted-for-vultures-conservation_c1751244



Swara, East Africa

Online - Magazine published quarterly by East African Wildlife Society

'Munir Virani Honoured with Whitley Award for Vulture Conservation,' by John Nyaga

26 April 2018

<https://swara.co.ke/munir-virani-honoured-with-whitley-award-for-vulture-conservation/>



K24TV, Kenya

Kenya's #1 social TV station, 430 K subscribers on YouTube

'Meet renowned conservationist Munir Virani,'
11 June 2018

<https://www.youtube.com/watch?v=eYTn9rWjKPl&feature=youtu.be&app=desktop>



#K24ALFAJIRI: Meet Renowned conservationist Munir Virani

UK and International Coverage Highlights:



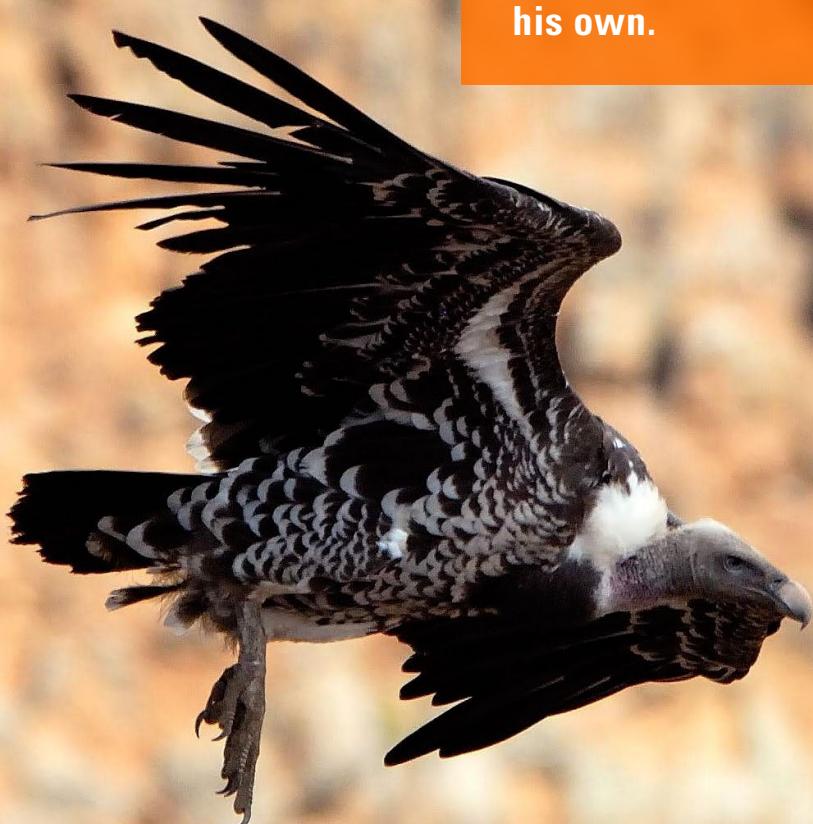
The Independent

Online - Monthly audience of 21.1 million

'Former cricket player gave up bat to save vultures', by Evelyne Makena
31 May 2018

<https://www.independent.co.uk/voices/campaigns/GiantsClub/Kenya-former-cricket-player-gave-up-bat-to-save-vultures-a8377046.html>

Did you know? Munir is also an avid photographer, with a particular eye for capturing wildlife. Many of the photos used in coverage about his work are his own.



2018 Whitley Award Winner

Kerstin Forsberg



Kerstin has described the media impact post Whitley Award win as “massive”, and as having “snowballed”. She has said that the national press attention in Peru has led to more local trust and confidence in her NGO.

With over 30 major publications over the last four months since her Whitley Award win, the media attention around Kerstin and her giant manta rays conservation work in Northern Peru is truly impressive. Read more about Kerstin’s multi-pronged approach to conservation on our [website](#).

Regional Coverage Highlights (Peru):

El Comercio, Peru

Online - Monthly circulation of 70,000

‘Meet the Peruvian biologist Kerstin Forsberg, winner of the “Green Oscar” (in Spanish)

29 April 2018

<https://elcomercio.pe/peru/conoce-biologa-peruana-kerstin-forsberg-ganadora-oscar-verde-noticia-515835>

La República, Peru

Online - Monthly circulation of 125,000

‘Peruvian biologist receives international prize for her conservation work’ (in Spanish)

26 April 2018

<https://larepublica.pe/sociedad/1233399-biologa-peruana-recibe-premio-internacional-trabajo-conservacion-fotos>

La República

Mongabay, Latin America

Online - Monthly circulation of 1,967,475

'Whitley Awards 2018: Peruvian wins the "Green Oscar" for protecting giant mantarays', by Alexa Velez Zuazo (in Spanish)

25 April 2018

<https://es.mongabay.com/2018/04/premio-whitley-2018-mantarrayas-kerstin-forsberg/>



Peru.com

Online - Monthly circulation of 2,940,187

'Peruvian biologist wins international prize for protecting mantarays' (in Spanish)

27 April 2018

<https://peru.com/actualidad/mi-ciudad/biologa-peruana-gana-premio-internacional-proteger-mantarrayas-noticia-563032>

UK and International Coverage Highlights:



TIME

Online - Over 43 million readers/month

'Figthing to Save Our Oceans', by Kate Samuelson

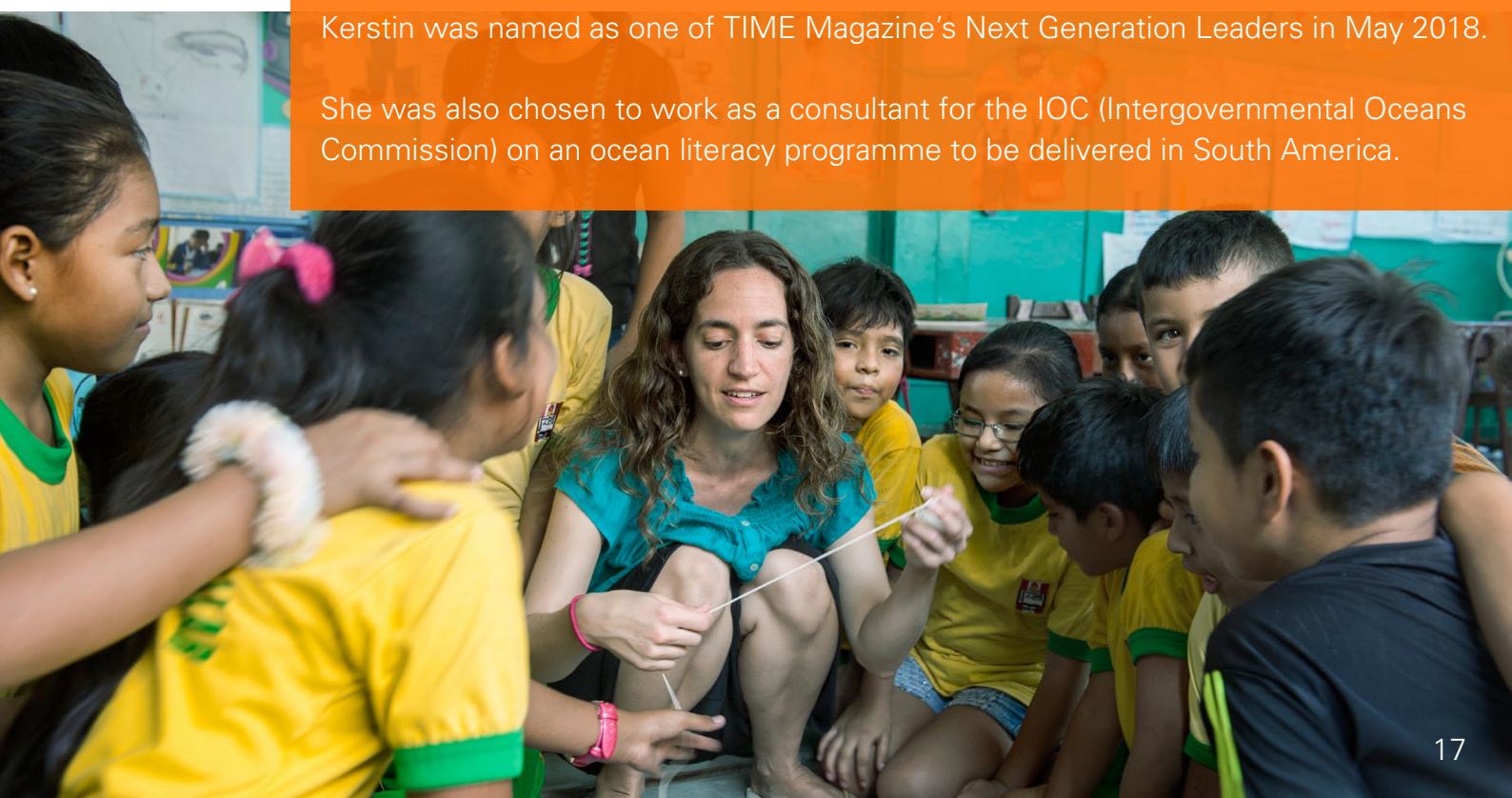
17 May 2018

<http://time.com/collection-post/5277968/kerstin-forsberg-next-generation-leaders/?xid=tcoshare>

Other honours and updates:

Kerstin was named as one of TIME Magazine's Next Generation Leaders in May 2018.

She was also chosen to work as a consultant for the IOC (Intergovernmental Oceans Commission) on an ocean literacy programme to be delivered in South America.



Olivier Nsengimana

“

[Regional articles published] are helpful to raise awareness of what we are doing in Rwanda and we use local media interest as an opportunity to educate people about the need to protect cranes..."

Olivier Nsengimana



Olivier and his work have been recognised by the Rolex Awards for Enterprise, National Geographic, and more. [Visit our website](#) to read more about Olivier's approach to grey-crowned crane protection.

Regional Coverage Highlights (Rwanda):

The EastAfrican

The East African

Online - Popular weekly newspaper (Twitter following of 200k)

'Kenya, Rwanda win at "Green Oscars"', by Kari Mutu

7 July 2018

<http://www.theeastafrican.co.ke/magazine/Rwanda-Kenya-win-at-green-oscars/434746-4650484-j3pg7m/index.html>

The New Times

The New Times

Online - Largest English language newspaper in Rwanda

'Rwandan honoured for effort to conserve grey-crowned crane,' by Athan Tashobya

25 April 2018

<https://www.newtimes.co.rw/news/rwandan-honoured-effort-conserve-grey-crowned-crane>



Olivier also received non-English language coverage in regional publications such as:

- Igihe (Rwanda)
- Umuseke (Rwanda)
- PanorActu (Rwanda)

UK and International Coverage Highlights:



National Geographic

Online - Monthly circulation of 6.7 million

'Two National Geographic Explorers win 2018 Whitley Awards', By Kieren Puffett

30 April 2018

<https://www.nationalgeographic.co.uk/environment-and-conservation/2018/04/two-national-geographic-explorers-win-2018-whitley-awards>

ENVIRONMENT

Two National Geographic Explorers win 2018 Whitley Awards

Olivier Nsengimana and Munir Virani both won Whitley Awards for their conservation work with the Rwanda's emblematic grey crowned crane and Kenya's threatened vultures respectively.

Monday, 30 April

[Click here for full article...](#)

Other honours and updates:

Olivier was a speaker at the Wildlife Conservation Network (WCN)'s Expo in San Francisco in October, 2018



2018 Whitley Award Winner

Shahriar Caesar Rahman



Regional Coverage Highlights (Bangladesh):



DNA India

Online - 1.56 million readers in Mumbai

'Protecting the forests of Chittagong, one species at a time', by Pooja Patel
7 July 2018

<https://www.dnaindia.com/just-before-monday/report-protecting-the-forests-of-chittagong-one-species-at-a-time-2623681>

Protecting the forests of Chittagong, one species at a time



• Tribal communities in Chittagong record data for Caesar's project; (right) Shahriar Caesar Rahman's work with reptiles has got him international recognition Pic: NatureStills

The Daily Star, Bangladesh

Online - Largest circulation of any English-language newspaper in Bangladesh

'Bangladeshi conservationist wins Whitley Award'

27 April 2018

<https://www.thedailystar.net/backpage/bangladeshi-conservationist-wins-whitley-award-1568446>



Prothom Alo, Bangladesh

Monthly circulation of 4,674,000, one of the top newspapers in Bangladesh

'Bangladeshi wins award for tortoise conservation'

27 April 2018

<https://en.prothomalo.com/environment/news/174736/Bangladeshi-wins-award-for-tortoise-conservation>



The Independent, Bangladesh

Online - Monthly circulation of 40,000

'Bangladeshi wins award for Asia's largest tortoise conservation'

27 April 2018

<http://www.theindependentbd.com/post/147556>

Caesar's project combines new technology with traditional knowledge, empowering indigenous communities to protect and conserve their ancestral lands and the incredible biodiversity those lands support. To learn more, click to visit our website.



2018 Whitley Award Winner

Dominique Bikaba



Dominique and his NGO Strong Roots have been working to establish a protected forest corridor for Eastern-lowland gorillas by improving food security to reduce pressure on forest resources, and re-planting degraded habitat. They have also spoken out against a few high profile cases that threaten wildlife and conservation in DRC. To read more about Dominique's work, [visit our website](#).

Regional Coverage Highlights (DRC):

The East African

The EastAfrican

Online - Popular weekly newspaper (Twitter following of 200k)
'Bikaba's 2018 Whitley Award Winner', by Kari Mutu
25 August 2018

<http://www.theeastfrican.co.ke/magazine/Bikaba-2018-Whitley-Award-winner-434746-4727952-lmj1k7z/index.html>

**The ICCA
Consortium**

ICCA Consortium

Online - Indigenous and Community Conserved Areas website
'Whitley Awards 2018 Winner: Dominique Bikaba's Project
"Ensuring the Survival of DRC's Eastern Lowland Gorillas"'
25 April 2018
<https://www.iccaconsortium.org/index.php/2018/04/25/whitley-awards-2018-finalists/>

UK and International Coverage Highlights:



The Ecologist - UK

Online - 195,000 readers/month

"Battle to save the eastern lowland gorilla earns 2018

Whitley Award," by Catherine Harte

26 April 2018

<https://theecologist.org/2018/apr/26/battle-save-eastern-lowland-gorilla-earns-2018-whitley-award>

Battle to save the eastern lowland gorilla earns 2018 Whitley Award

Catherine Harte | 26th April 2018



Eastern Lowland Gorilla - Kahuzi-Biega National Park, DRC

Source: Wikimedia Commons

[Click here for full article...](#)



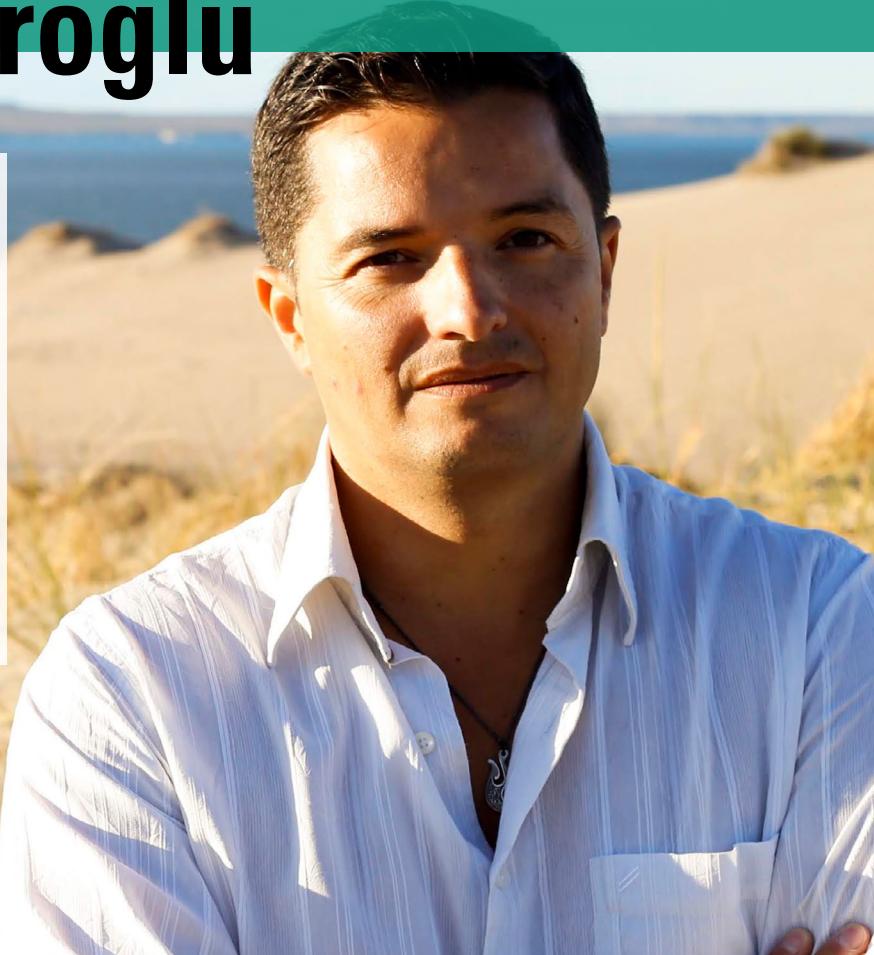
Did you know? Dominique is also part of team of experts formed by the IUCN to draft policy on mainstreaming the importance of primary forest ecosystems.

Pablo Borboroglu

“

The massive media attention catalyzed by the Whitley Gold Award has allowed us to expand our conservation message, drawing the attention of global audiences to topics such as plastic pollution.”

Pablo García Borboroglu



Originally a Whitley Award winner in 2010, Pablo's work, and that of the Global Penguin Society (GPS) has continued to grow in scale over the years, from national conservation work to influencing international policy decisions. Over the past 29 years, Pablo's work has brought together over 125 organisations and benefitted 1.6 million penguins in four continents. Read more [here](#).

Regional Coverage Highlights (Argentina):



Diario Crónica, Argentina

Online

'Pablo Garcia Borboroglu - Much more than a Green Oscar winner', by Daniela Zamit (in Spanish)

7 August 2018

<http://diariocronica.com.ar/526273-pablo-garcia-borboroglu-mucho-mas-que-el-ganador-del-oscar-verde.html>



Clarín, Argentina

Online - Estimated 32 million online visitors per month

'The "Penguin Protector": an Argentinean brought home the "Green Oscar" of science,' by Carlos Guajardo (in Spanish)

27 April 2018

https://www.clarin.com/sociedad/protector-pinguinos-argentino-trajo-oscar-verde-ciencia_0_BJRkjWpz.html

LA NACION



La Nacion, Argentina; BBC World (Spanish)

Online - La Nación: monthly circulation of 160,000; BBC Mundo: BBC monthly circulation of 1,524,000

'The fascinating achievements of Pablo García Borboroglu, the Argentinean who won the "Green Oscar" of science'

3 May 2018

<https://www.lanacion.com.ar/2131078-los-fascinantes-logros-de-pablo-garcia-borboroglu-el-argentino-que-gano-el-oscar-verde-de-la-ciencia>

<https://www.bbc.com/mundo/noticias-43965565>



Mongabay Latin America

Online - Monthly circulation of 1,967,475

'The Whitley Awards: the Argentinean biologist who won the "Green Oscar" for protecting penguins' (in Spanish)

30 April 2018

<https://es.mongabay.com/2018/04/pinguinos-premios-whitley-argentina-pablo-garcia/>

UK and International Coverage Highlights



IUCN

Online - International Union for Conservation of Nature

'Penguin specialist, Pablo Borboroglu, wins prestigious conservation award'

18 May 2018

<https://www.iucn.org/news/species/201805/penguin-specialist-pablo-borboroglu-wins-prestigious-conservation-award>

Geographical

Geographical, UK

Online - Monthly circulation of 51,437

'Protecting Penguins - Whitley Gold Award winner honoured,' by Chris Fitch

27 April 2018

<http://geographical.co.uk/nature/wildlife/item/2725-protecting-penguins>



Pablo speaking at the National Geographic Society Explorers Festival in Washington, DC, June 2018



Wildlife Conservation Network (WCN)

Online

'Pablo Borboroglu wins the prestigious 2018 Whitley Gold Award,' by Pooja Menon
18 May 2018
<https://wildnet.org/pablo-borboroglu-wins-the-prestigious-2018-whitley-gold-award/>



“

The media impact was massive. In addition, this Gold Award had an impact in Argentina that I never expected, not even in my dreams. Governor, Ministers, Mayor want to meet. They want to collect me from the airport. Journalists calling all the time for interviews. Large articles in top newspapers, messages from best journalists on social media, and Declarations by Congress....it is opening doors and I am so ready to capitalize on this attention to push conservation forward.”

Pablo García Borboroglu

Pablo's Gold Award win is making big waves!

Pablo was invited and received by the National Minister of Environment of Argentina and the Governor of the Province of Chubut, Argentina, where he resides.

He received the National Geographic Award for Leadership in Conservation 2018.

He was been contacted by Rolex inviting him to submit an application for the 2019 Award.

He has also been nominated for the Midori Prize, and a national award for Communication of Science.

He was recognised by the Argentinean government in a letter to the President, outlining his accomplishments. He was then invited by the Senate to receive an Honour for his achievements in front of the Ministry of Science and Technology, and members of the Presidential team.



Past Winner Highlights

While the immediate impact of winning the Whitley Award on profile is the focus of our tracking each year, we do continue to monitor the press coverage that our past winners receive. It's wonderful to see the attention surrounding some of our 2017 Whitley Award winners continue to grow, and many previous winners have again secured excellent coverage in leading publications.

WA 2017: Alexander Blanco



BBC News, UK

Online - Weekly global circulation of 376 million

'Venezuelan vet's fight for the harpy eagle', by Candace Piette
24 September 2017

<https://www.bbc.co.uk/news/world-latin-america-40253086>

WA 2007: Fernando Trujillo



BBC World Service, UK

Online - Weekly global circulation of 279 million

'The man risking his life to save pink dolphins'

19 January 2018

<https://www.bbc.co.uk/programmes/p05v9t95>



National Geographic Kids - Magazine

Print - Circulation of 70,000/month

'Dare to Explore'

June 2018, Issue 151

The image shows a double-page spread from a children's magazine. On the left page, there is a large, stylized title "DARE to EXPLORE" at the top. Below it is a photograph of a white research boat with several people on board, with green trees in the background. A circular inset shows a man, identified as Fernando Trujillo, on the boat. To the right of the boat is a yellow sticky note with a photo of Fernando Trujillo and some text. Below the boat is a large illustration of a pink river dolphin leaping out of water. At the bottom left is a speech bubble containing the text "WANT TO BE A CONSERVATIONIST? Study: Science and geography, plus a love of nature." The right page features an interview with Dr. Fernando Trujillo. It includes a map of South America with labels for Colombia, Venezuela, Ecuador, Peru, Bolivia, and Brazil. There is also a small globe showing the location of the Amazon basin. The interview text is presented in a column format with sub-headings like "Name: Fernando Trujillo", "From: Colombia", "Job: Conservationist and biologist, working with local people in the Amazon to look after the river dolphins there", and "Awards: Won the Whitley Gold Award in 2007". The interview concludes with a section titled "NGK Why is your charity called the Amazon River豚cha Foundation?". The right page also features a large photograph of a group of children holding up drawings of dolphins. A blue circle on the right edge contains the text "Fernando has carried out dolphin surveys on 28 species of river in South America on 28 expeditions".

WA 2014: Shivani Bhalla



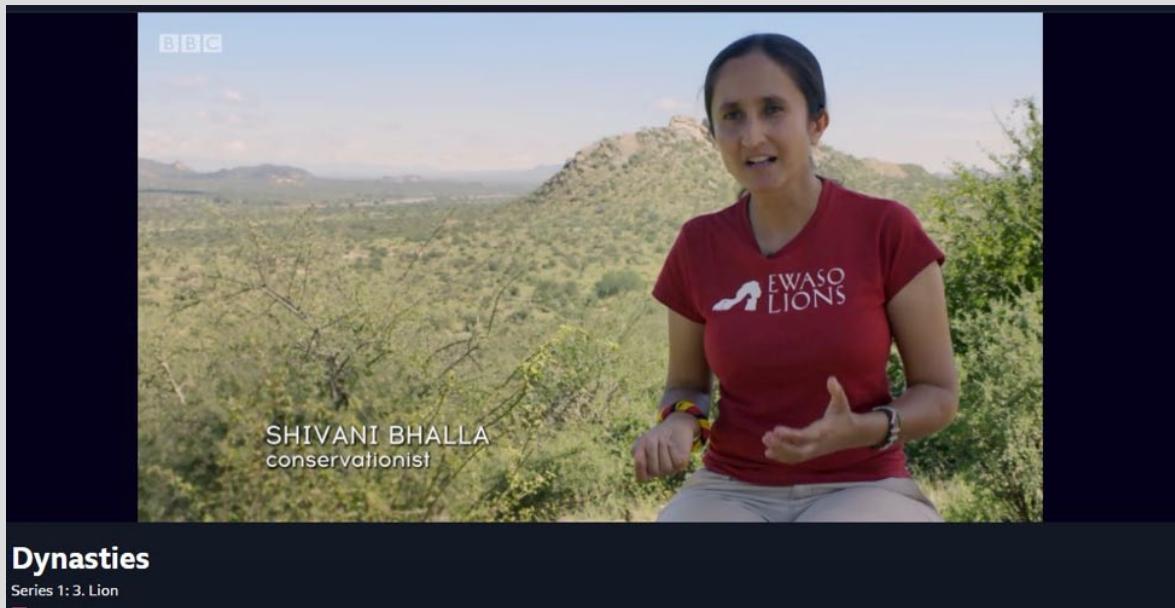
BBC One, 'Dynasties', UK

Programme reached nearly 6 million viewers

'Episode 3: Lion'

25 November 2018

<https://www.bbc.co.uk/iplayer/episode/p06mvr1c/dynasties-series-1-3-lion>



WA 2016: Farwiza Farhan



BBC News, UK

Online - Weekly global circulation of 376 million

'Palm oil: One woman's fight to save 'the last place on Earth', by Helen Briggs

18 November 2018

<https://www.bbc.co.uk/news/science-environment-46227763>

Palm oil: One woman's fight to save 'the last place on Earth'

By Helen Briggs
BBC News

18 November 2018

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WA 2017: Sanjay Gubbi



Times of India, India

Online, Circulation of 3.2 million daily

'Night traffic ban saves wildlife, protects ecosystem, say activists'

7 August 2018

<https://timesofindia.indiatimes.com/city/mysuru/night-traffic-ban-saves-wildlife-protects-ecosystem-say-activists/articleshow/65301502.cms>

WA 2004: Rodrigo Medellin

The Mexican bat man
Bats are often seen as blood sucking demons - thanks largely to Hollywood's obsession with vampires.



BBC World Service, UK

Online - Weekly global circulation of 279

million

'The Mexican bat man'

2 October 2017

<http://www.bbc.co.uk/programmes/p05hvqvp>

WA 2014: Paula Kahumbu



Paula uses the media to draw international attention to her fight against illegal wildlife trade. This year, she has been featured in publications such as:

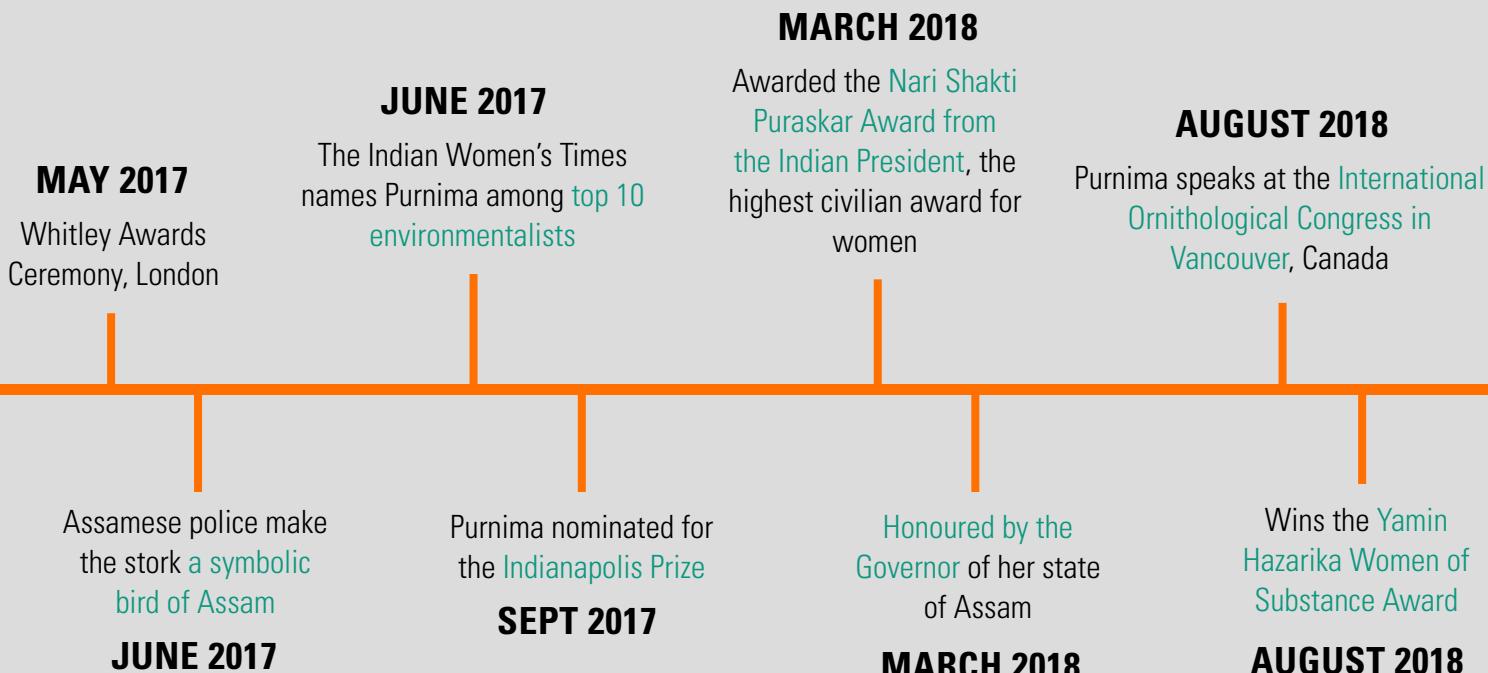
- The Huffington Post
- The New York Post
- Forbes Africa

Purnima Barman



2017 Whitley Award winner Purnima Barman has truly harnessed the profile power of winning a Whitley Award. She has become nothing short of a local hero and has been incredibly effective at leveraging her Whitley Award win to raise her profile. This has resulted in a flurry of regional, national and international accolades & opportunities. [Read more about Purnima's project.](#)

Purnima's Journey since her WA win



With over 30 pieces of coverage during the span of this report, from countries such as her native India, to the US and Canada, Purnima shows that media attention can continue to build after the buzz of the Whitley Award Ceremony has quieted.

Bustle, US

Online

'8 Female Environmentalists Changing the World Right Now',

by JR Thorpe

16 August 2018

<https://www.bustle.com/p/8-female-environmentalists-changing-the-world-right-now-9487392>



“ [The Whitley Award] was a life changing recognition for me, for my species, for my villagers, and for my family.”

Purnima Barman



Winner Testimonials



“

The recognition raised the profile of our organisation and has given us the needed boost to negotiate with partners, especially government agencies. It was a great honour that local conservation efforts are given such prestigious recognition.”

Indira Lacerna-Widmann
2017 Whitley Award Winner

“

Winning this prestigious award placed us on international and regional radars as champions in environmental protection and sustainable development.

Karau Kuna
2016 Whitley Award Winner



“

The Award has helped us enormously, not only in terms of financial support, but increasing our visibility and providing us with an added legitimacy both locally in Haiti, as well as internationally.

Jean Wiener
2008 Whitley Award Winner



Acknowledgements

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WFN logo, monarch butterfly, Tim Flach

Cover, Chris Tranter

p. 9, Rolex Awards for Enterprise (Kerstin & Olivier headshots)

p. 16 Francois Schaer, The Rolex Awards for Enterprise

p. 17, p. 18 - The Rolex Awards for Enterprise

p. 21 Scott Trageser

p. 25 Taylor Mickal

p. 30 Anupam Nath

p. 33 Tim Flach

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