



SUPPORTING  
CONSERVATION  
LEADERS

COMMUNICATIONS  
IMPACT REPORT  
2021





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# OUR MISSION

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

# OUR OBJECTIVES:

To find, recognise, and fund proven grassroots leaders across countries rich in natural resources but lacking in financial resource for conservation

Champion and repeat fund effective winners

Support the replication and growth of conservation solutions

Raise awareness of the work of winners and spread the message that we can all make a difference to conservation

# WHITLEY AWARDS

Winning a Whitley Award is a career-defining moment. Our flagship prizes, Whitley Awards are won competitively following a global search and assessment by an expert panel. Winners are grassroots conservationists leading projects in their home countries across the Global South; through them, we support effective conservation work that is rooted in science and implemented with communities.

## Providing a Platform

Funding is just part of what conservationists need to succeed. In addition to giving new Whitley Award winners £40,000 in project funding, WFN puts a spotlight on winners’ work, helping to increase their profile.

Media coverage and increased visibility draws attention to environmental issues, and builds local pride for and participation in projects on the ground. Furthermore, it helps winners inspire philanthropic support from new sources, kick-starting a snowball effect that continues to bolster project funding. As their profile is raised, winners also have the chance to connect with other conservationists to share successes, failures and resources. In turn, with greater credibility, they are in a better position to influence environmental policy on a regional, national and international scale.

**WFN accelerates the careers of conservation leaders by welcoming winners to the world stage.**

## 2021: Another virtual year

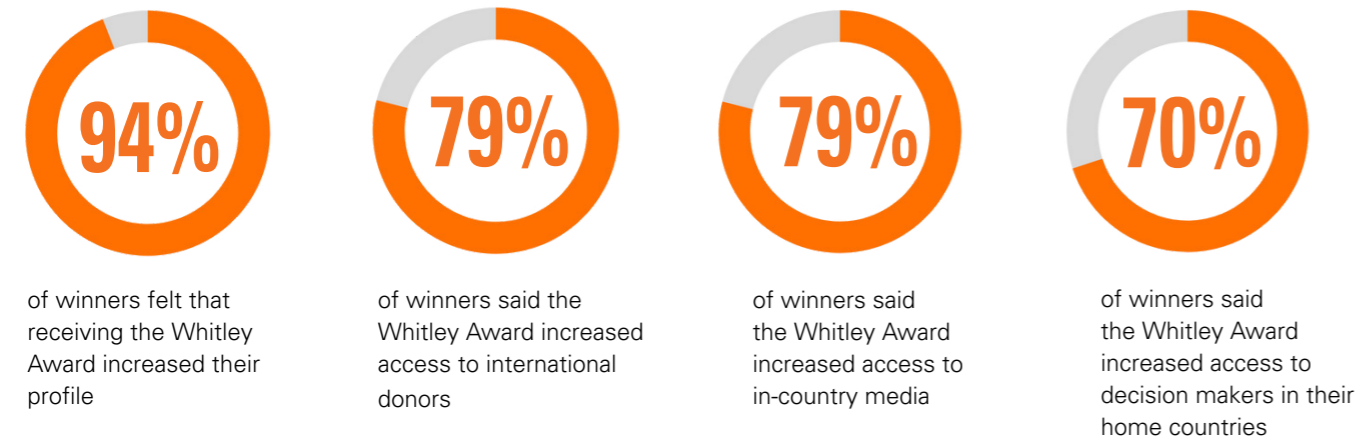
With the COVID-19 pandemic continuing throughout 2021, we decided to hold our second ever virtual Whitley Awards Ceremony in May 2021. Livestreamed to audiences around the world from a studio in Bristol, the 2021 Awards Ceremony has since been viewed by over 6,500 people. While we had hoped 2021 would see a return to normality, this global engagement proved a silver lining and an effective avenue to platform our winners’ work in a new way.

Our 2021 Communications Impact Report summarises the continued success we’ve found in expanding our digital press and communications, as in-person media opportunities and events remained out of reach.

# PR TRAINING & SUPPORT

Whitley Award winners receive PR support, publicity materials and tailor-made films narrated by WFN Trustee, Sir David Attenborough, which are distributed to the UK and overseas media.

WFN also organises professional media and speech training for winners (delivered virtually in 2021). This helps Whitley Award winning conservationists to communicate their work to an international audience and capitalise on the media attention following their win.



*\*86 respondents out of 129 Whitley Award winners surveyed for WFN's 25 Year Impact Assessment*



# HIGH PROFILE ADVOCATES

**The WFN family includes high profile individuals whose endorsement further raises winners' profiles.**

HRH The Princess Royal has been a Patron of WFN for 23 years and has never missed an Awards Ceremony. In 2020 when we had to take our Ceremony online, Her Royal Highness recorded a special message for the event, and in 2021 joined Gold Award winner Paula Kahumbu on Zoom for a conversation about her conservation work.

Britain's best-known natural history filmmaker, Sir David Attenborough, has been a Trustee of WFN since 2005 and continues to narrate short films for each winner.

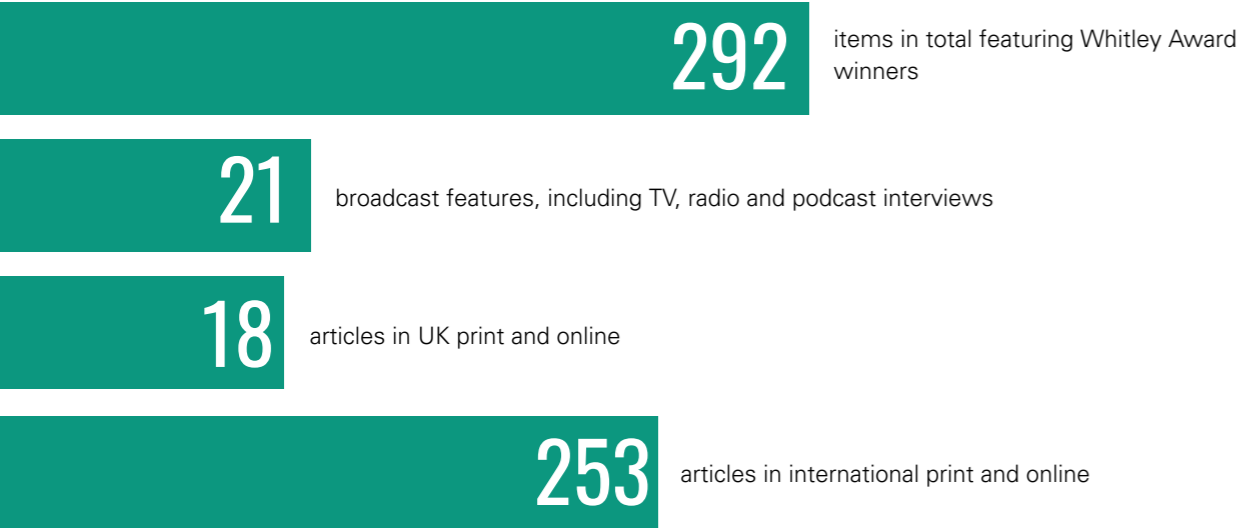
The virtual 2021 Whitley Awards Ceremony was hosted by two more household names: WFN Ambassadors Tom Heap and Kate Humble. Tom is an investigative journalist on BBC1's Countryfile, principal voice of Radio 4's Costing the Earth, a Panorama reporter and author of 39 Ways to Save the Planet. Meanwhile, Kate was recognised on the Woman's Hour Power List 2020 for inspiring multiple generations of TV viewers, and can most recently be seen on her new programme, Kate Humble's Coastal Britain.

WFN Ambassador Alastair Fothergill is a director of Silverback Films Ltd and behind 5 of the top 10 grossing natural history films ever made. He is the producer of landmark series such as Planet Earth, The Blue Planet and Netflix's Our Planet, and recently of the BBC One series Perfect Planet.

# 2021 COMMUNICATIONS IMPACT SUMMARY

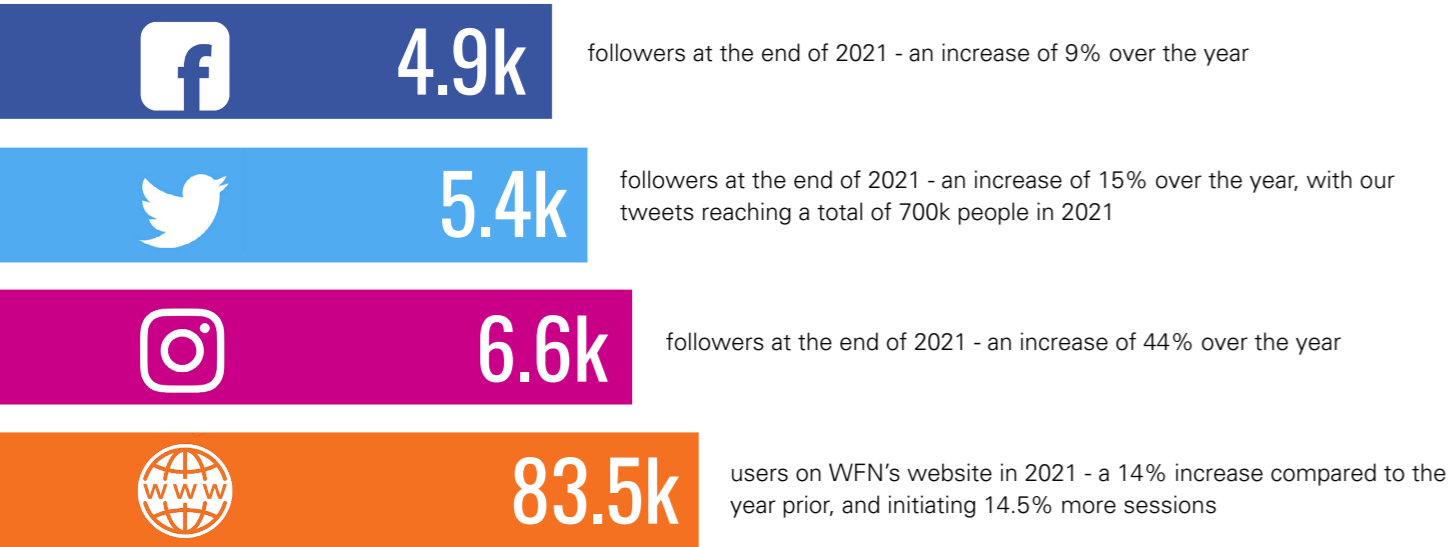
## Press Coverage

These headline 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:



## Digital Communications

WFN uses our own [website](#) and social media platforms to amplify Whitley Award winners' work. Follow us at [@WhitleyAwards](#) on [Twitter](#), [Instagram](#), and [Facebook](#).



# 2021 WINNERS

The main section of this report features highlights from the coverage of our 2021 Whitley Awards announcement, then delves into regional, national and international coverage highlights for each winner.



**Paula Kahumbu** · Kenya (Whitley Gold Award)  
Justice for people and wildlife  
[wildlifedirect.org](#)



**Pedro Fruet** · Brazil  
Building bridges to encourage coexistence with the Lahille's bottlenose dolphin  
[kaosa.org.br](#)



**Lucy Kemp** · South Africa  
A community-based approach to conserve the Southern Ground-hornbill  
[ground-hornbill.org.za](#)



**Nuklu Phom** · India  
Establishing a biodiversity peace corridor in Nagaland  
[facebook.com/Alijo2012](#)



**Kini Roesler** · Argentina  
Hooded Grebe: Guardian of the Patagonian Steppe  
[avesargentinas.org.ar](#)



**Iroro Tanshi** · Nigeria  
Bats from the brink: Participatory action to save the short-tailed roundleaf bat  
[smacon-africa.org](#)

# 2021 WHITLEY AWARDS DIGITAL COMMS HIGHLIGHTS

## Whitley Awards 2021: Live! #RootToRecovery

May 2021  
The Whitley Awards Ceremony was live streamed to 750 people around the world, and has since been watched over 6.5k times. The YouTube live chat connected donors, alumni, colleagues and the public, many of whom sent in images of themselves watching the Ceremony, below. You can still catch up with the event on our YouTube channel.

Our campaign centred around the message #RootToRecovery - presenting Whitley Award winners as the leaders transforming global ambitions into grassroots action. This narrative was threaded through all of our digital communications, from the invitation to our e-letters, social media posts, trailer, set design and Director's speech during the Ceremony itself.



“@WhitleyAwards spread hope for our natural world and are guaranteed to put a smile on your face.”  
NatGeo Kids, Twitter

“Inspired and uplifted by watching the @WhitleyAwards for conservation. Local heroes doing amazing work around the world. #RootToRecovery”  
Twitter

Apart from hosting our Ceremony virtually to audiences around the world, we used our social media platforms to run digital campaigns that built excitement around the Ceremony, amplified our winner announcement, and further promoted the work of Whitley Award winners both old and new. Here are some highlights from our social channels in 2021:

## How it started vs how it's going

April 2021  
This series of tweets used the popular meme to share Whitley Award winners' success stories, with engagement rates 900% higher than average.



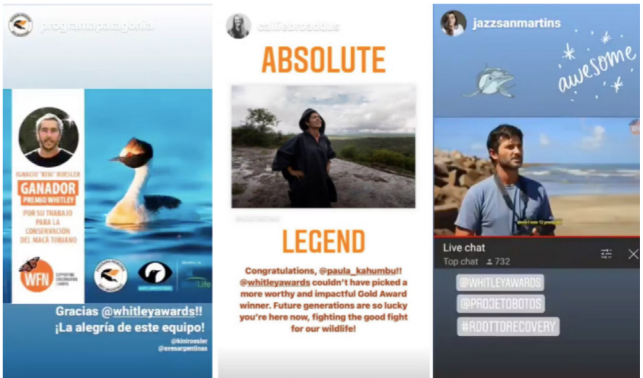
## Takeover Tuesdays

Our popular series of Instagram Lives continued with alumni Rachel Graham in March (sharks, Belize), Caleb Ofori-Boateng in July (frogs, Ghana) and 2021 Whitley Award winner Iroro Tanshi in October (bats, Nigeria). We also brought WFN's partners into the conversation, hosting guests from Conservation Optimism and the WFN NextGen Committee.



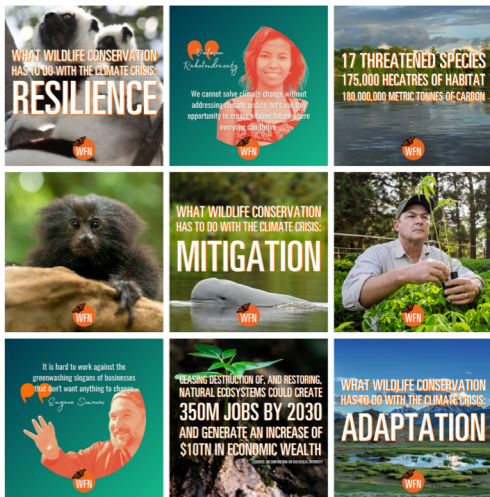
## 2021 Whitley Award winners announcement

May 2021  
WFN's social media channels exploded during the Awards Ceremony when the 2021 winners were revealed. While 750 people watched and chatted live on YouTube, audiences shared the news across their own channels, and our tweets on the day were seen 142k times.



## COP26

Nov 2021  
During the conference we took every opportunity to root for nature's role in addressing climate change. On social media, our 'Meet the COP-timists' series shared video messages from alumni on the frontline of the climate crisis, and on our website, case studies revealed three crucial ways that wildlife conservation is contributing to climate action. We also worked with Wildscreen on their hybrid event 'Communicating COP', and in the press, we collaborated with 15 charities on an open letter that urged world leaders to increase funding for locally-led, combined solutions to environmental emergencies.



# 2021 WHITLEY AWARDS PRESS COVERAGE HIGHLIGHTS

Following our announcement of the 2021 Whitley Award winners, a number of high profile media outlets featured this year's recipients, including the below highlights:



**The Guardian** • 21 May 2021 • UK

Image gallery • Over 62 million unique visits worldwide per month

‘From bats to hornbills: Whitley Award winners - in pictures’

<https://www.theguardian.com/environment/gallery/2021/may/21/from-bats-to-hornbills-whitley-award-winners-in-pictures>



From the team at BBC Wildlife Magazine

**BBC Wildlife Magazine** • 18 May 2021 • UK

Online • 159,000 monthly users

‘Meet the conservation heroes of 2021’

<https://www.discoverwildlife.com/news/meet-the-conservation-heroes-of-2021/>




▲ Elephants in Kenya. Photograph: Kathy Karn/Whitley awards 2021

## From bats to hornbills: Whitley award winners – in pictures

The Whitley Fund for Nature has announced this year's winners of its annual awards, which support conservation work across the global south. More details at [www.whitleyaward.org](http://www.whitleyaward.org)

Fri 21 May 2021 16.50 BST



**Nat Geo Kids** • 1 June 2021 • UK

Four pages in print • Circulation of 110,000 (biggest selling kids magazine)

‘Wildlife Champs! Meet seven award-winning conservation champions whose work is helping wildlife’




**Independent Online (IOL)** • 13 May 2021 • South Africa

Online • Over 7.3 million monthly readers

‘Four African conservation heroes recognised at UK charity awards’

<https://www.iol.co.za/sunday-tribune/news/four-african-conservation-heroes-recognised-at-uk-charity-awards-293240f8-1562-5212-a5b2-e49e727f9368>



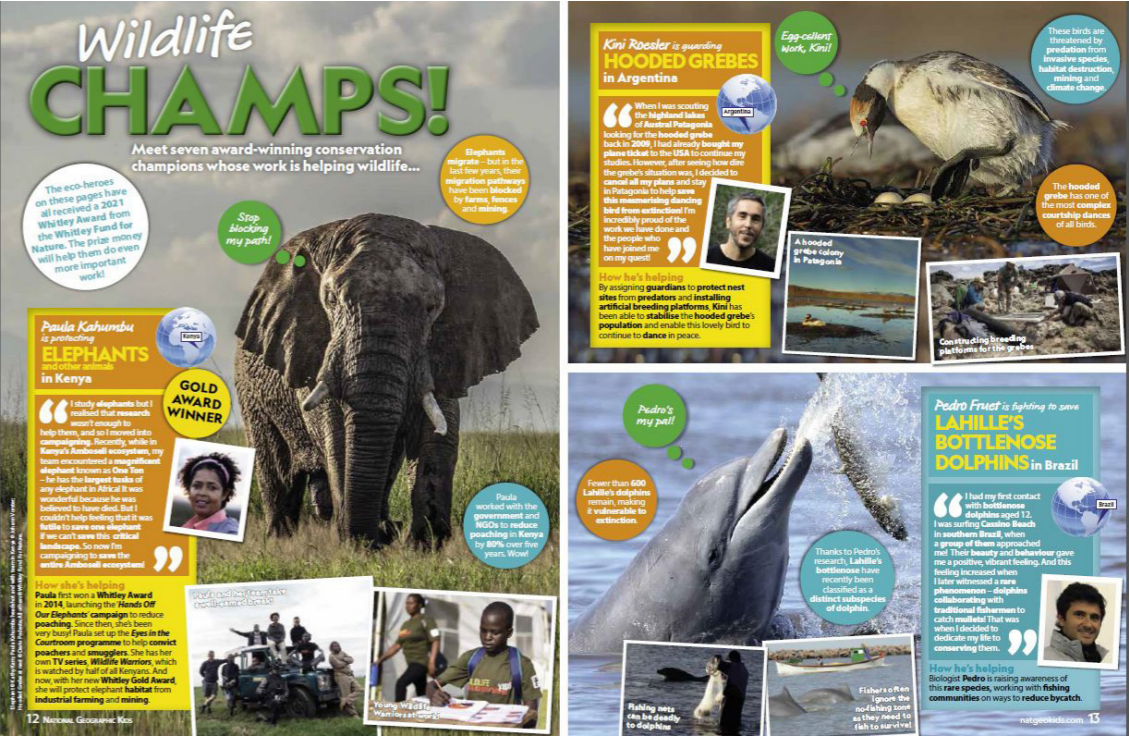
CONSERVATION OPTIMISM

**Conservation Optimism** • 13 May 2021 • UK

Online blog

‘Celebrating grassroots conservation heroes at the 2021 Whitley Awards’

<https://conservationoptimism.org/celebrating-grassroots-conservation-heroes-at-the-2021-whitley-awards/>



# PAULA KAHUMBU

Justice for people and wildlife, Kenya  
Winner of the 2021 Whitley Gold Award



It has been quite a journey and I'm so proud that WFN has been alongside us all along."

## Regional Coverage Highlights:

### **KDRTV** · 13 May 2021 · Kenya

Online article

'Citizen TV host wins Ksh15 million for her impressive work and dedication'

<https://www.kdrtv.co.ke/news/citizen-tv-host-wins-ksh-15-million-for-her-impressive-work-dedication/>

### **The Star** · 13 May 2021 · Kenya

Online article

'Wildlife Direct CEO Kahumbu bags prestigious Whitley Gold Award'

<https://www.the-star.co.ke/news/2021-05-13-wildlifedirect-ceo-kahumbu-bags-prestigious-whitley-gold-award/>

### **The Standard** · 6 August 2021 · Kenya

Print and online · Readership of 50 million

'Alarm over barriers to wildlife migration'

<https://www.standardmedia.co.ke/national/article/2001420132/alarm-over-barriers-to-wildlife-migration>

### **Kenyans** · 13 May 2021 · Kenya

Online

'Citizen TV show host wins Whitley Gold Award, KSh15 million funding'

<https://www.kenyans.co.ke/news/65101-citizen-tv-show-host-wins-ksh15-million>

### **Msafiri Magazine** · September 2021 · Kenya

Print and online · Kenya Airways Magazine

'Gold Standard'

<https://www.msafirimag.com/magazines/august-september-2021>

### **Tuko** · 13 May 2021 · Kenya

Kenya's top digital news platform

'Kenyans win Whitley Award for their efforts to protect elephants and turtles'

<https://www.tuko.co.ke/411929-paula-kahumbu-sammy-safari-kenyans-win-whitley-award-their-efforts-protecting-elephants-turtles.html>



## UK and International Coverage Highlights:

### **National Geographic** · November 2021 · USA

Online

'The urgent need to protect the Serengeti's intricate web of life'

<https://www.nationalgeographic.com/magazine/article/the-urgent-need-to-protect-the-serengetis-intricate-web-of-life-feature>

### **BBC 'Hard Talk'** · 29 August 2021 · UK

Broadcast

'Paula Kahumbu: Saving Africa's wild spaces'

<https://www.bbc.co.uk/programmes/w3ct1nbn>

### **Bloomberg** · 22 June 2021 · USA

Broadcast

'Wildlife Direct CEO Kahumbu on representation in conservation'

<https://www.bloomberg.com/news/videos/2021-06-22/wildlifedirect-ceo-kahumbu-on-representation-conservation-video>

### **Washington Post** · 22 September 2021 · USA

Interview · 3 million digital subscribers

'Climate Solutions: Wildlife conservation with Jane Goodall, PhD, DBE, & Paula Kahumbu, PhD'

<https://www.washingtonpost.com/washington-post-live/2021/09/22/transcript-climate-solutions-wildlife-conservation-with-jane-goodall-phd-dbe-paula-kahumbu-phd/>

### **Msn.com** · 13 May 2021 · Int

Online

'Wildlife Direct CEO Kahumbu bags prestigious Whitley Gold Award'

<https://www.msn.com/en-xl/africa/other/wildlifedirect-ceo-kahumbu-bags-prestigious-whitley-gold-award/ar-BB1gGEWY>

### **All Creatures** · 2 July 2021 · Int

Podcast and online article · Over 1 million downloads globally

'Episode 232: Whitley Gold Award winner Dr. Paula Kahumbu with justice for people and wildlife in Africa'

<https://www.allcreaturespod.com/episodes/episode-232-whitley-gold-award-winner-dr-paula-kahumbu-w-justice-for-people-and-wildlife-in-africa/>



One month after her Whitley Gold Award win, Paula was named the Rolex National Geographic Explorer of the Year in recognition of her achievements and leadership in conservation. Recently, Paula was also named a Trustee of the National Geographic Society - the first Explorer to hold this position.

## PEDRO FRUET

### Building bridges to encourage coexistence with the Lahille's bottlenose dolphin



This recognition has changed everything. I have been invited to apply for funding worldwide and chat about dolphin conservation in many powerful media channels. These opportunities put the project under international and national lights, strengthening ties between scientists and society. The Whitley Award is substantially contributing to the conservation of a vulnerable dolphin and its habitat in South America."

#### Regional Coverage Highlights:

**G1** • 29 June 2021 • Brazil

National news outlet

'Biologist receives "Green Oscar" for his work to conserve an endangered dolphin species in Rio Grande'

<https://g1.globo.com/rs/rio-grande-do-sul/noticia/2021/06/29/biologo-recebe-oscar-verde-por-trabalho-na-preservacao-de-botos-ameacados-em-rio-grande.ghml>

**Globoplay – Jornal do Almoço RBS** • 18 May 2021 • Brazil

Broadcast • Regional television

'Biologist receives "Green Oscar" for his work to conserve an endangered dolphin species in Rio Grande'

<https://globoplay.globo.com/v/9657708/>

**UOL** • 28 July 2021 • Brazil

Broadcast • National television

'Meet Pedro Fruet, Brazilian researcher awarded for being part of the Lahille's Bottlenose Dolphin Conservation Project'

[https://cultura.uol.com.br/programas/reportereco/videos/10283\\_conheca-pedro-fruet-brasileiro-premiado-por-integrar-projeto-de-preservacao-do-boto-de-lahille.html](https://cultura.uol.com.br/programas/reportereco/videos/10283_conheca-pedro-fruet-brasileiro-premiado-por-integrar-projeto-de-preservacao-do-boto-de-lahille.html)

#### UK and International Coverage Highlights:

**Oceanographic Magazine** • UK

Online • Readership of 143,090

'Building bridges'

<https://www.oceanographicmagazine.com/features/lahilles-bottlenose-dolphins-whitley-award/>

**BBC Mundo** • 13 May 2021 • UK

Instagram • 1.2 million followers

'Brazilian biologist Pedro Fruet is one of the conservationists awarded with the prestigious Whitley Award...'

<https://www.instagram.com/p/CO0ldYqqt7Q/>

**ECO Magazine** • 19 May 2021 • USA

Online

'The Whitley Awards: Building Bridges to Encourage Coexistence with Lahille's Bottlenose Dolphin in Brazil'

<https://www.ecomagazine.com/news/ocean-community/the-whitley-awards-building-bridges-to-encourage-coexistence-with-lahille-s-bottlenose-dolphin-in-brazil>

## LUCY KEMP

A community-based approach to  
conserve the Southern Ground-hornbill



Winning the Whitley Award has elevated the project in remarkable ways. We were able to successfully win an IUCN SOS Grant, the local media has generated a lot of interest from story-telling avenues we have not previously had access to, such as podcasts, and our Sir Attenborough video is the most fantastic showcase of the project. We are eternally grateful for the opportunity to make a difference for Southern Ground-hornbills."

### Regional Coverage Highlights:

**Independent Online (IOL)** · 15 May 2021 · South Africa  
Online article · Over 7.3 million monthly readers  
'Help for "super smart" bird'  
<https://www.iol.co.za/ios/news/help-for-super-smart-bird-64ed5a50-ec70-4722-b854-fd10f4ad0b2f>

**University of Cape Town** · 14 May 2021 · South Africa  
Online  
'UCT Alum Lucy Kemp presented with prestigious Whitley Award'  
<https://www.news.uct.ac.za/article/-2021-05-14-uct-alum-lucy-kemp-presented-with-prestigious-whitley-award>

**Cape Times** · 19 May 2021 · South Africa  
Print · Circulation of over 32,000  
'Conservationist wins top green award'

**Southern Suburbs Tatler** · 27 May 2021 · South Africa  
Print  
'Hornbill researcher wins prestigious award'

### UK and International Coverage Highlights:

**BBC Travel** · 29 July 2021 · UK  
Online  
'The "nest custodians" protecting a toddler-sized bird'  
<https://www.bbc.com/travel/article/20210728-the-nest-custodians-protecting-a-toddler-sized-bird>

**All Creatures** · 4 June 2021 · Int  
Podcast and online article · Over 1 million downloads globally  
'Episode 224: Whitley Award winner Dr. Lucy Kemp on conserving the Southern Ground-hornbill'  
<https://www.allcreaturespod.com/episodes/episode-224-whitley-award-winner-dr-lucy-kemp-on-conserving-the-southern-ground-hornbill/>

# NUKLU PHOM

## Establishing a biodiversity peace corridor in Nagaland



It was an honor for me and my team to receive such a prestigious Award. I am spending more time with the media both within and outside the country who are writing our stories. This is the first time that the international media community have taken such an interest in us. Thank you WFN team.”

### Regional Coverage Highlights:

#### **The Indian Express** · 13 May 2021 · India

Online · English-language daily national newspaper

‘Nagaland’s Y Nuklu Phom wins prestigious Whitley Award 2021 for his “biodiversity peace corridor”’

<https://indianexpress.com/article/north-east-india/nagaland/nagalands-y-nuklu-phom-wins-prestigious-whitley-award-2021-for-his-biodiversity-peace-corridor-7314162/>

#### **The Hindustan Times** · 14 May 2021 · India

Online · Readership of 1.5 million

‘Nagaland conservationist Nuklu Phom gets prestigious Whitley Award 2021’

<https://www.hindustantimes.com/environment/nagaland-conservationist-nuklu-phom-gets-prestigious-whitley-awards-2021-101620967137243.html>

#### **Mongabay India** · 24 May 2021 · India

Online · 1.92 million readers per month

‘Indian “Green Oscar” winner envisions a Biodiversity Peace Corridor’

<https://india.mongabay.com/2021/05/indian-green-oscar-winner-nuklu-phom-envisions-a-biodiversity-peace-corridor/>

#### **Nagaland Post** · 12 May 2021 · India

Online · Daily newspaper in Nagaland state with highest circulation

‘Conservationist Nuklu Phom wins Whitley Award 2021’

<http://www.nagalandpost.com/conservationist-nuklu-phom-wins-whitley-award-2021/233379.html>

#### **The Morung Express** · 14 May 2021 · India

Online interview

‘Peace among communities, peace with nature’

<https://morungexpress.com/peace-among-communities-peace-with-nature>

#### **The Morung Express** · 12 May 2021 · India

Print · Circulation of 40,780

Naga conservationist Nuklu Phom wins Whitley Awards 2021

# KINI ROESLER

## Hooded Grebe: Guardian of the Patagonian Steppe



Kini recieved a staggering level of regional, national and international media attention, spanning over 70 pieces of coverage. Kini tells us that his Whitley Award win has generated the most press coverage his NGO - one of the oldest in Latin America - has ever received.

### Regional Coverage Highlights:

#### **La Nacion** · 12 May 2021 · Argentina

Print and online · Leading daily national newspaper

'Who is the Argentinian biologist who won a Green Oscar?'

<https://www.lanacion.com.ar/sociedad/quien-es-el-biologo-argentino-que-es-finalista-de-los-oscar-verdes-nid12052021/>

#### **Radio Nacional** · 18 May 2021 · Argentina

Broadcast interview · Argentina's national public radio station

'The Hooded Grebe, a southern Patagonian bird in danger of extinction'

<https://www.radionacional.com.ar/el-maca-tobiano-ave-patagonica-austral-en-peligro-de-extincion/>

#### **Diario Popular** · 13 May 2021 · Argentina

Online · Argentina's third most circulated paper

'Argentinean Kini Roesler wins a Whitley Award'

<https://www.diariopopular.com.ar/general/el-argentino-kini-roesler-gana-el-premio-whitley-n557991>

#### **Tiempo Argentino** · 23 May 2021 · Argentina

Online interview · Circulation of 18,763

'A biologist from CONICET won a Green Oscar for conserving a Patagonian bird'

[https://www.tiempoar.com.ar/ta\\_article/un-biologo-del-conicet-gano-un-oscar-verde-por-preservar-un-ave-patagonica](https://www.tiempoar.com.ar/ta_article/un-biologo-del-conicet-gano-un-oscar-verde-por-preservar-un-ave-patagonica)

#### **Mongabay Latam** · 20 May 2021 · Brazil

Online interview · 1.9 million reached monthly

'Kini Roesler: the Argentinian biologist who won the prestigious Whitley Award'

<https://es.mongabay.com/2021/05/kini-roesler-gano-el-prestigioso-premio-whitley-entrevista/>

### UK and International Coverage Highlights:

#### **BBC Mundo** · 13 May 2021 · UK

Instagram · 1.2 million followers

'Kini Roesler'

<https://www.instagram.com/p/COyJBjQquFK/>

## IRORO TANSHI

**Bats from the brink: Participatory action to save the short-tailed roundleaf bat**



Irero joined the WFN team for a #TakeoverTuesday on our social media platforms in October 2021, along with naturalist and presenter Nick Gates. Their conversation about bat conservation across continents has been watched over 550 times.

### Regional Coverage Highlights:

**Punch** · 14 May 2021 · Nigeria

Online · Nigerian daily newspaper with circulation of 80,000  
'Nigerian conservationist wins £40,000 award'  
<https://punchng.com/nigerian-conservationist-wins-40000-award/>

**Daily Trust** · 6 August 2021 · Nigeria

Online · One of the leading media companies in Nigeria  
'Nigerian lady receives 2021 Whitley Award for saving short-tailed roundleaf bat from extinction'  
<https://dailytrust.com/extinction>

**Nigerian Tribune** · 12 August 2021 · Nigeria

Online  
'Meet Nigerian lady who won 2021 Whitley Award for saving short-tailed roundleaf bat from extinction'  
<https://tribuneonline.ng/meet-nigerian-lady-who-won-2021-whitley-awards-for-saving-short-tailed-roundleaf-bat-from-extinction/>

**VON** · 14 May 2021 · Nigeria

Online  
'Nigerian conservationist recognised for leading action to save bat species'  
<https://von.gov.ng/2021/05/14/nigerian-conservationist-recognised-for-leading-action-to-save-bat-species/>

**Enviro News Nigeria** · 12 August 2021 · Nigeria

Online  
'Nigerian conservationist recognised for leading action to save bat species'  
<https://www.environewsnigeria.com/nigerian-conservationist-recognised-for-leading-action-to-save-bat-species/>

### UK and International Coverage Highlights:

**Rewildology** · 10 August 2021 · USA

Podcast  
'Ep 36: Rescuing an endangered bat from the edge of extinction with Irero Tanshi'  
<https://rewildology.com/podcast/ep-36-rescuing-an-endangered-bat-from-the-edge-of-extinction-with-irero-tanshi/>

# ALUMNI HIGHLIGHTS

While the immediate profile impact of winning the Whitley Award is the focus of our tracking each year, many past winners continue to secure outstanding press coverage. Here are a few highlights from 2021, from both leading international publications as well as important regional outlets.



Purnima Barman (2017 Whitley Award)

**The New York Times** · 29 March 2021 · USA  
Print & Online · 5.5 million subscribers  
'A Biologist, an Outlandish Stork and the Army of Women Trying to Save It'  
<https://www.nytimes.com/2021/03/29/travel/india-greater-adjutant-stork.html>



Laury Cullen (2002 Whitley Award)

**CNN** · 29 March 2021 · USA  
Broadcast  
'Meet the forest engineer who wants to restore Brazil's Atlantic Forest'  
<https://edition.cnn.com/videos/tv/2021/03/29/c2e-laury-cullen-brazil-spc-intl.cnn>



Pablo Borboroglu (2018 Gold Award)

**The Washington Post** · 23 July 2021 · USA  
Online · 3 million digital subscribers  
'The Penguin Protector'  
<https://www.washingtonpost.com/rolex-partnership-content/climate-solutions/the-penguin-protector/>



Jon Paul Rodriguez (2019 Gold Award)

**Forbes** · 1 September 2021 · USA  
Online · 71 million unique visitors  
'One in three tree species face extinction, study finds', by Jamie Hailstone  
<https://www.forbes.com/sites/jamiehailstone/2021/09/01/one-in-three-tree-species-face-extinction-study-finds/?sh=6d0301d73ba3>



Jean Wiener (2014 Gold Award)

**Beautiful News** · 14 October 2021 ·  
Broadcast  
'To build Haiti's resilience against natural disasters, this biologist is restoring its coastlines'  
<https://www.beautifulnews.com/build-haitis-resilience-against-natural-disasters-biologist-restoring-its-coastlines>



Yoki Hadiprakarsa (2019 Whitley Award)

**Mongabay** · 29 September 2021 · International  
Online · 12.3 million views per month  
'Malaysian hornbill bust reveals live trafficking trend in Southeast Asia'  
<https://news.mongabay.com/2021/09/malaysian-hornbill-bust-reveals-live-trafficking-trend-in-southeast-asia/>



Jeanne Tarrant (2020 Whitley Award)

**BBC Earth** · 14 March 2021  
Podcast  
'The desert rocks that "sing"'  
<https://www.globalplayer.com/podcasts/episodes/7DrcYj1/>

# AWARDS & ACCOLADES

The increased visibility that comes with winning a Whitley Award starts a chain reaction, growing a conservationist’s influence. As more people read about their work, winners are more likely to obtain further support and receive additional awards. Here are just a few of the outstanding recognitions that our alumni have earned over the past year:

**Abdullahi Ali (2020 Whitley Award)**

The National Geographic/Bufett Awards for Leadership in Conservation

**Rachel Ashegbofe Ikemeh (2020 Whitley Award)**

Tusk Award for Conservation in Africa Finalist 2021

**Farwiza Farhan (2016 Whitley Award)**

2021 TED Fellow; Winner of UCLA’s Pritzker Emerging Environmental Genius Award

**John Kahekwa (2013 Whitley Award)**

Finalist for the inaugural Earthshot Prize

**Gladys Kalema-Zikusoka (2009 Whitley Gold Award)**

UNEP Champions of the Earth Award winner; named one of 100 most influential African women by Avance Media

**Caleb Ofori Boateng (2019 Whitley Award)**

Tusk Award for Conservation in Africa Finalist 2021

**Vatosoa Rakotondrazafy (2019 Whitley Award)**

Named one of the top 100 Young African Conservation Leaders

**Bernal Rodriguez-Herrera (2012 Whitley Award)**

The National Geographic/Bufett Awards for Leadership in Conservation

**Amanda Vincent (1994 Whitley Award)**

2021 Indianapolis Prize Winner



The Whitley Award has opened doors to very big stages that were not accessible to me in the past.”

**Caleb Ofori-Boateng**  
2019 Whitley Award winner

# CASE STUDY

**Jeanne Tarrant (2020 Whitley Award): A country-wide strategy for South African amphibians**

## 'The Frog Lady': Leaping from grassroots to global

Winning her Whitley Award in 2020, Jeanne uses frogs as flagships for habitat protection in South Africa, ensuring the survival of these threatened amphibians while contributing to the broader conservation of freshwater and grassland areas.

Her project has gone from strength to strength over the last year, making real strides in protecting South Africa's amphibians and their habitat while spreading her conservation message far and wide using her status as South Africa's 'Frog Lady'. Leveraging the media attention she received post-win, Jeanne provides a perfect case study of how media coverage can catalyse impact, inspiring further funding, increasing connections with other conservationists, and growing local participation in projects on the ground - all assets which further strengthen and sustain conservation work.

Since winning her Whitley Award last year, Jeanne has:



**Been invited to give the keynote address for South Africa's national wetland conference, and spoken at universities across the UK, the USA, and South Africa**



**Been selected as a partner for UK-based Synchronicity Earth's Amphibian Programme**



**Spoken to BBC Earth about frogs, and how to overcome the myths and fears that surround them**



**Secured an additional £65k in project funding**



**Established a range of new partnerships with NGOs, conservancies, and national parks in South Africa**



**Continued as regional chair and thematic co-chair for the IUCN SSC Amphibian Specialist Group**



**Reached hundreds of thousands with educational content about frogs: Jeanne's 'Frogs and their calls' video has nearly 1 million views on YouTube!**



The Whitley Award elevated my profile and media exposure, which precipitated several other opportunities including new partnerships, attracting additional co-funding, the ability to build a strong and skilled team and requests to join new professional memberships."



**SUPPORTING  
CONSERVATION  
LEADERS**

**Whitley Fund for Nature**

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[whitleyaward.org](http://whitleyaward.org)

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