



# A NEW CONSERVATION MINDSET

GOVERNING STRATEGY DOCUMENT  
SEPTEMBER 2024



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# FUNDING CONSERVATION IN ZAMBIA

THROUGH...

EDUCATION...

LEADERSHIP... and

COMMUNITY EMPOWERMENT

## THE CHALLENGE

**Z**ambia is blessed with beautiful landscapes, vast waterways and areas of forest, and some of the most valuable and biodiverse ecosystems on the African continent. However, those ecosystems are also facing a crisis, and without support it is very possible that the world will lose these wild areas, lose their unique flora and fauna, and see the disintegration of the communities that depend on them.

Many Zambians live in extreme poverty, and wealth building must and will remain a strategic priority for the country and wider region. Yet it must also be recognised that increased pressure on natural resources from economic development threatens the very ecosystems on which rural communities depend. Such threats will accumulate and accelerate without swift action.

Both home-grown and international conservation organisations, supported mostly by international funding, have grown up to help protect the natural assets of the country. However, existing conservation efforts are unequal to the sheer scale of the task ahead, and the funds that are currently available are themselves likely to come under pressure as more areas of the globe face similar threats.





**ELEPHANT CHARGE'S MISSION:  
CONSERVATION THROUGH EDUCATION  
& LOCAL EMPOWERMENT**



## VISION & PURPOSE

**E**CUK's vision is of a new generation of knowledgeable and ambitious Zambian environmental leaders who pursue strong economic prosperity in tandem with a holistic approach to natural resource management. This is not only the surest path to truly sustainable development, but also the surest route for recovery of healthy ecosystems, wildlife populations, and water resources.

For nearly two decades, Elephant Charge Zambia (ECZ) has raised money through the annual Elephant Charge off-roading event for conservation causes across Zambia. Elephant Charge UK (ECUK) is a new UK-based charity established to support and further these charitable aims, and to generate new income streams independent of the Elephant Charge event.

ECUK builds on ECZ's longstanding work championing positive environmental stewardship through **EDUCATION & LOCAL EMPOWERMENT** - including cultivation of a pro-conservation mindset that seeks positive solutions to the very real problems of living alongside wildlife.

We envisage a new generation of knowledgeable and ambitious Zambian conservation leaders, backed by a population that understands that Zambian economic development must be promoted alongside sound ecological stewardship. That development – and Zambia's sense of self – will suffer if its iconic ecosystems were lost, and the clean soil, water, and air those ecosystems provide were all depleted.

This shift in conservation mindset and conservation leadership will encourage a more holistic approach to natural resource management within the country. It will contribute positively to the green economy and also help maximise the efficiency of existing conservation programmes, and of funds contributed from abroad.



## OUR VALUES

It is universally accepted now within the charitable world that benefactors support organisations with which they first and foremost identify at an emotional level, and whose values align with their own.

- **Outcome-focused:** we believe in results, and that efficient funding relies on local knowledge and getting help directly to experienced end-users.
- **Community-driven:** we reject fortress conservation approaches that rely on top-down solutions. Local stakeholders always come first, and their empowerment and leadership are prerequisites to achieving sympathetic and sustainable economic and conservation outcomes.
- **Leveraging positive mindsets:** we believe that such empowerment and leadership depends on growth of local expertise and a country-wide 'conservation mindset'.
- **Honesty & accountability:** we believe in cultivating a sense of openness as to who we are, what we do (including the limits of what can be achieved), and how we operate - including maintaining international standards of transparency.



## STRATEGIC OBJECTIVES

It is ECUK’s function to attract tax-efficient donations from UK and other sources, to contribute to ECZ’s fundraising efforts.

From a UK donor perspective, ECUK is a trusted, **knowledgeable partner at the front line of African conservation** - one that can illuminate the Zambian conservation space, identifying worthy home-grown initiatives that are often invisible to the outside world, and directs funds to where they are most needed, and where they are most impactful at a local level.

### A CONSERVATION MINDSET THROUGH EDUCATION

ECUK aims to support education and promote a nationwide ‘nature-nurturing’ conservation mindset - a culture of environmental awareness, an ‘eco-active’ community.

- Support for conservation education clubs in schools
- Finance for radio and TV conservation/nature programmes at national & local levels
- Media campaigns for behaviour change
- Support for financially rewarding behaviour change
- Support for network of conservation education officers
- Support for programmes that promote sympathetic human-wildlife co-existence in key eco-sensitive regions, including field conservation and conflict-mitigation work

Theme	Target	Action	Date
Education	Promotion of Conservation Clubs	Support the targeted increase of clubs across the country. Fund the updating of the club curriculum. Currently 11% of primary and 5% (est.) of secondary schools have Conservation Clubs. It has been with EC funding that the clubs over doubled in a period 8 years. Goal to have clubs in all schools around eco sensitive areas by 2028, and 50% across the country by 2030.	Ongoing 2028- 2030
Education	Promote conservation education within national curriculum	Support Wildlife and Environmental Conservation Society of Zambia in their discussions with the Ministry of Education, and provide funding for expertise.	Ongoing
Media	Produce annual communications plan	Support the building of a national annual communication plan working with the national focused beneficiaries.	Annual



Media	Encourage beneficiary-run media appearances	Fund local messaging via radio, TV, podcasts, SM - in English and local languages. This will include campaigns for behaviour change.	Ongoing
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## CONSERVATION LEADERSHIP

ECUK aims to promote the accelerated development of local Zambian conservation expertise and leadership.

- Support for school leaver conservation foundation programmes and internships
- Creation of bursaries for natural sciences tertiary education in Zambia
- Creation of bursaries for students to attend international natural sciences courses
- Support for local wildlife programme managers to attend leadership courses
- Campaigns to promote local decision-making

Theme	Target	How	Date
Leadership	Sponsor national eco-awards	Work with a national beneficiary and/or the Ministry of Green Economy and Environment to develop national eco-awards. This will bring more awareness to the work being done and raise the concept of conservation.	2026
Leadership	Funding support for leadership training	Beneficiaries can apply for funding for key emerging managers to attend leadership training courses. Conservation sector needs strong leadership.	2026
Education/ careers	Sponsor school leaver foundation/ intern programmes	Fund existing and support the establishment of new 'conservation based' foundation programs for children between school and tertiary education in natural sciences. Connect tertiary students with conservation beneficiaries.	Ongoing
Education/ careers	Bursaries for tertiary education in Zambia/overseas	Conservation Club school leavers wanting to join the industry become interns in the sector. Those with aptitude can be supported through tertiary education.	Ongoing



## COMMUNITY EMPOWERMENT

ECUK aims to support empowerment of local communities as the cornerstone of real social change and sustainable development.

- Support for a network of conservation community education officers
- Support for programmes that promote sympathetic human-wildlife co-existence in key eco-sensitive regions, including field conservation and conflict mitigation work
- Support for financially rewarding behavioural change

Theme	Target	How	Date
Behavioural change	Fund education officers in beneficiary organisations	Education officers mostly work within communities living in eco-sensitive areas and their role is to support conservation education in the schools, sensitize and educate the local community on conservation issues. Their costs include training, salary, transport, materials.	Ongoing
Behavioural change	Support conservation & nature-based farming techniques	Funding Human Wildlife Coexistence (HWCx) work in eco-sensitive areas, communicate conservation farming principles through conservation clubs, community sensitization events, media.	Ongoing



## FUNDING & FINANCE

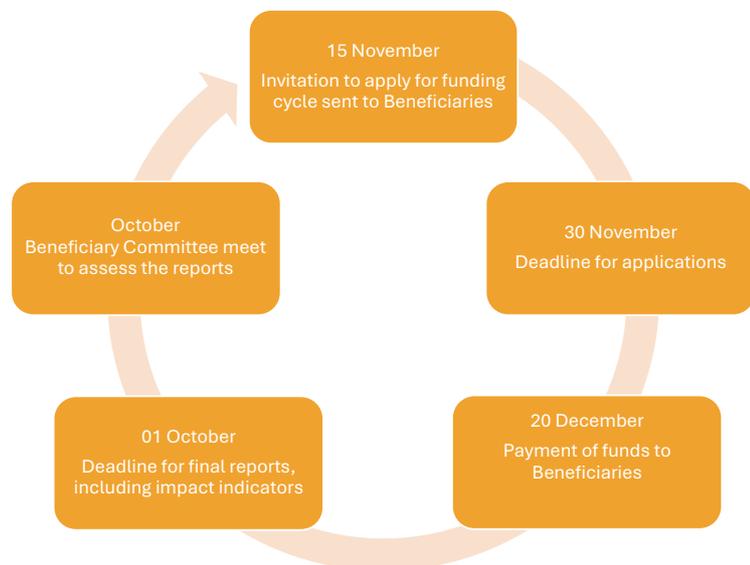
- ECUK is a charitable company for tax purposes in the UK, with HMRC 'Charities reference number' ZD32489 and financial year running 1st January to 31st December.
- ECUK maintains a bank account with Metro Bank (company number) 06419578 at One, Southampton Row, London, England, WC1B 5HA.

## GRANTS & BENEFICIARIES

Since 2008, funding from ECZ's Elephant Charge event has increased, and the Board, Beneficiary Committee, and associated accounting process have developed into a robust structure. The funding 'cycle' by which applications are received, funds dispensed, and impact monitored is illustrated in the diagram below.

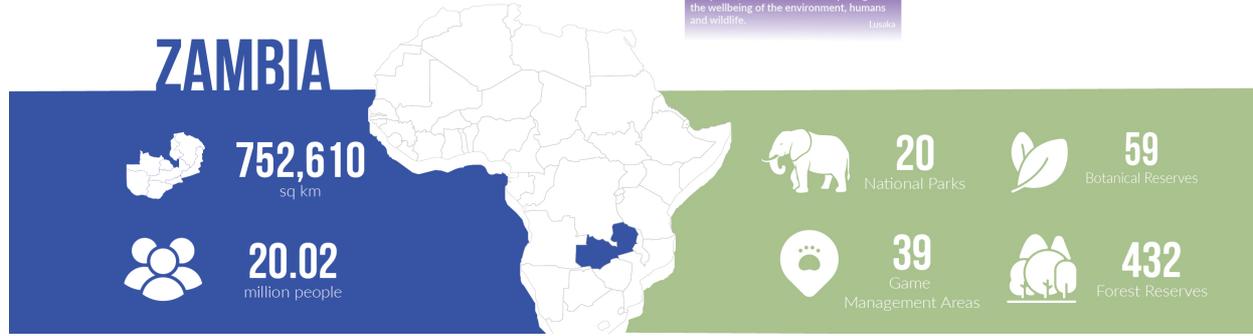
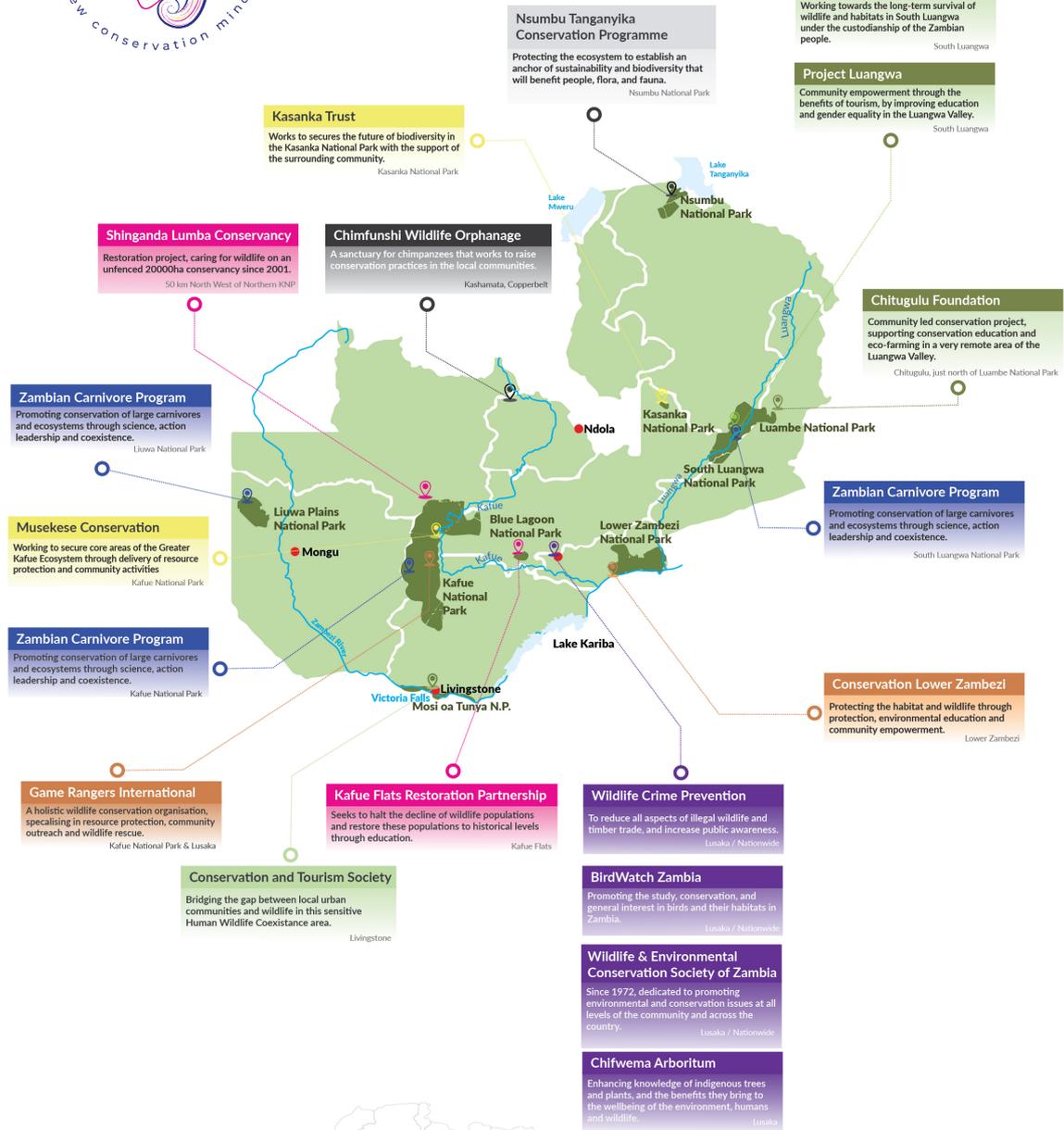
To date funds have been split 2:1 across Conservation Education and Human-Wildlife Co-Existence initiatives. Further funding would allow for expansion of conservation clubs, plus even more bursaries, internships, and leadership training.

The following represents a sample of impact statistics from 2023:



- **Education:** funds for 'Chongololo' conservation clubs, involving 60,000 children in 1,800 clubs in 1,430 schools (11% of total government schools)
- **Leadership:** supporting further education in the natural sciences, including 17 student & 24 graduate interns, 9 master degree courses, 76 developing leaders, and 21 managers
- **Human-wildlife co-existence:** 53,000 community members in key areas attended sensitisation programs, with ECZ funding positively impacting the livelihoods of 6,300 adults
- **Media:** social media reaching 570,000 people, 13 television programmes reaching a 1.5m audience, and 70 radio programmes across 17 stations with an audience of over 1.8m





# GOVERNANCE

## CONSTITUTION

ECUK is registered (as of 31 May 2023) as a charity in England & Wales, with charity number 1203341 and registered address 9 Arden Court, Fentham Road, Hampton-in-Arden, Solihull B920BH.

ECUK is constituted as a ‘charitable incorporated organisation’ (CIO) and is regulated by the Charity Commission for England & Wales. It is required that ECUK submit its annual report and return to Charity Commission by 31st October of the following year.

ECUK’s trustees are Peter Castle, Rosie Churcher, Martin Clemensson, Jo Pope, John Shields, and Edward Thorpe.

The membership of the CIO comprises those trustees that are re-elected at each AGM, such other persons who are accepted as members, and (ex officio) the Chair of the Elephant Charge Committee (Zambia).

Elephant Charge Limited, a Zambian Company Limited by Guarantee, both raises and receives funds. With collective experience of both the corporate and conservation worlds in Zambia, there is strong institutional knowledge across both EECZ and ECUK, and the organisations cooperate closely.

## TRUSTEE ROLES

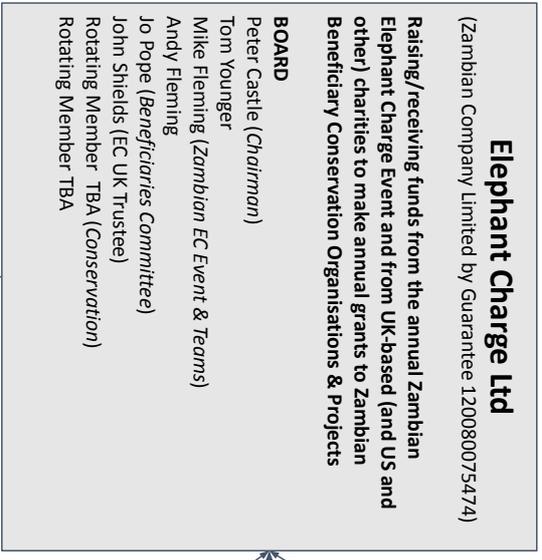
As at the date of this document, trustees occupy the following roles:

Martin Clemensson	Chair of Trustees
Edward Thorpe	Treasurer
Jo Pope	Fund Coordinator
Peter Castle	Ex officio trustee (as Chair of ECZ Committee)
John Shields	Secretary
Rosie Churcher	Trustee

## MEETINGS

ECUK formally meets quarterly (to include the AGM), as well as biannual meetings with ECZ. Records of these meetings are included within the ECUK Dropbox.





Fundraising...

**Elephant Charge Teams**  
30-40 fundraising teams per year holding their own events and raising pledges for Elephant Charge through the annual **Zambian Elephant Charge Event**

**Elephant Charge - UK**  
(UK Charitable Incorporated Organisation 1203341)  
Raising funds from donors for Elephant Charge in the UK

**Trustees:**

Martin Clemensson (*Chair*) Edward Thorpe (*Treasurer*)  
Jo Pope (*Fund Coordinator*) John Shields (*Secretary*)  
Peter Castle (*ex officio Trustee*) Rosie Churcher (*Trustee*)

**Elephant Charge US**  
(US Based Charity)

**EC Executive (future)**

**Accounting Company Secretarial - Lungowe Masuku**

- Book-keeping, accounting and audit
- Company secretarial, meetings and minutes
- Support to Beneficiaries Committee - Accounting and disbursements

**Administration and management functions:**

- Support for event organisation
- Support for Marketing Committee
- Fundraising and sponsorship
- Support to Beneficiaries Committee - Grant applications administration, M&E

