



GLOBIO Strategic Plan (Summary)

A Decade of Action — A Strategic Start 2021-2024

GLOBIO's new strategic start 2021-2024 takes a bold approach to tackling the chronic issues eroding the survival chances of great apes and primates over the past three decades. This strategic plan will guide GLOBIO's activities over the next three years as we navigate the ongoing ramifications of human-driven impacts on great ape survival, complicated further by the COVID-19 pandemic. The reality of this upheaval, when coupled with the myriad of variables within the conservation world, means that no plan is static and we are open to adapting our strategies as necessary, ensuring we meet our mission, and continue to honor our longstanding GLOBIO values.

With this clear direction, we strive to create far-reaching awareness through original media content and impactful collaborations to help influence a decade of action connecting all species, people, and areas surrounding the survival of great apes.

Collaboration for Conservation — Our Program Partners

Sticking true to our roots of promoting environmental awareness and inspiring global stewardship for the planet, GLOBIO has flipped our perspective on how we approach conservation and awareness. Our new approach focuses on four focal regions that have critical at-risk ape and biodiversity numbers, within which we identify and collaborate with like-minded conservation organizations. Currently, we have highlighted the following areas: Upper Albertine Rift Triangle, Western Congo Basin, West Africa Lowland Forest, and Borneo Peat Swamp Forest.

Our support for Program Partners within these regions will manifest through the following ways:

- Creation of media outreach and promotional materials
- Program funding support through grants and donations
- Help drive capacity building initiatives for partners, including skills training
- Develop integrated project approaches to expand local conservation capacity
- Provide additional conservation support as needed, including: development assistance, network building, resource provision.

Our Programs Partners are chosen based on a particular set of criteria which encompasses the primate species they work with, the scope and nature of their external conservation activities,



and the geographical region in which they work. Currently, each of our Program Partners is involved in multiple aspects of the following activities:

- Wildlife Rehabilitation/Release/Sanctuary
- Wild Habitat Management, Monitoring, and Conservation - for protective or research purposes
- Habitat Reforestation Projects
- Wildlife Protection Legislation - at state or local level
- Local Community Outreach Programs - for social and economic development
- Local Environmental and Conservation Awareness - children and adults
- Eco-Tourism Initiatives

GLOBIO currently has partnerships with the following organizations:

Tacugama Chimpanzee Sanctuary (Sierra Leone - West Africa Lowland Forest)

Ape Action Africa (Cameroon - Western Congo Basin)

Yayasan IAR Indonesia (Borneo - Borneo Peat Swamp Forest)

We are also in talks with additional organizations to solidify partnerships in the remaining of our focal regions, as well as in the United States to increase our national outreach capacity.

GLOBIO's Impact beyond Program Focal Regions

Outside these program regions, GLOBIO is also developing a number of initiatives to increase our outreach strength and ensure our own financial stability. These include:

- Crafting new conservation awareness media for our *Apes Like Us* social media and YouTube channels
- Creation of printed materials (i.e., children's books) and branded merchandise
- Continuing Fiscal Sponsorship for select film projects
- Resuming our *Travel with GLOBIO* Program to introduce firsthand the wonders of wild apes to supporters, currently paused due to health and safety concerns
- Producing series of short-form documentaries on women ensuring ape survival (currently under working title *Before They're Gone*)