

# ANNUAL REPORT 2020

La Passerelle Conservation  
3 Place Jean Garnier  
63420 Ardes  
+33 (0)4 43 12 63 12



[www.lapasserelleconservation.fr](http://www.lapasserelleconservation.fr)

# SUMMARY

A word from the president Julien PIERRE

<b>I. La Passerelle Conservation.....</b>	<b>6</b>
a) Legal statute .....	6
b) Missions.....	6
c) Team.....	7
d) 2020 goals .....	7
<b>II. Financial review .....</b>	<b>8</b>
a) 2020 revenues and expenses .....	9
b) Fundraising.....	10
- Memberships.....	10
- Donations.....	11
- Sponsorships.....	12
- Donation boxes at Parc Animalier d'Auvergne .....	17
- Bequest, donations and life insurance.....	18
- Lilo.....	18
c) Euro Nature .....	18
<b>III. Conservation review .....</b>	<b>21</b>
a) New conservation programs supported.....	21
- The Sloth Conservation Foundation .....	21
- ICAS .....	22
- SOPTOM.....	23
b) Continuation of support.....	24
- Red Panda Network.....	24
- Snow Leopard Trust.....	25
- Corozal Sustainable Future Initiative.....	26
- Big Life Foundation.....	27
- Giraffe Conservation Foundation.....	28
- IPÊ (Instituto de Pesquisas Ecológicas).....	29
- Association Anoulak.....	30



- ABConservation.....	31
- Antongil Conservation.....	32
- Projet Caparo.....	33
- WildCats Conservation Alliance.....	34
- Kulansteppe.....	35
- Free The Bears.....	36
- Biodiv'Educ.....	37
- Panse-Bêtes.....	38

#### IV. Partnerships..... 39

a) Zoos.....	39
b) Collaborations with other structures.....	41
- French National Rugby League.....	41
- Gifts for Change.....	41
- CPPR - Connaître et Protéger le Panda Roux.....	41
- ASM SOS.....	41

#### V. Communication review..... 42

a) Events.....	42
- Auvergnate Biodiversity Day (April 26).....	42
- Happy Bears Day (May 10).....	42
- International Giraffe Day (June 21).....	43
- Heads in the Stars (July 17 & 18).....	43
- Global Tiger Day (July 29).....	44
- Global Lion Day (August 10).....	45
- Endangered Species Days (August 15 & 16).....	45
- International Red Panda Day (September 19).....	46
- General Assembly and 2020 projects (October 06).....	47
- 2019 Kids Trail (October 09).....	47
- Snow Leopard Trail/Snow Leopard Challenge (October 10).....	48
- Snow Leopard Day (October 23 & 24).....	48
- Sponsor's Night.....	49
b) Communication in zoos.....	49
- Poster campaign.....	49
- Brochures.....	49

c) Media and social networks.....	50
- Website .....	50
- Newsletter.....	50
- Facebook.....	50
- Instagram .....	51
- Radio.....	51
- Presse.....	51

**VI. 2021 planning and preparation ..... 53**

a) Upcoming projects .....	53
- Introduction of Euro Nature in zoos .....	53
- Colibri project.....	53
- Donations and life insurance.....	54
- Donations through credit card.....	54
- Human Resources.....	54
b) Expected budget .....	55

**VII. Conclusion..... 56**





## A WORD FROM THE PRESIDENT

### MR. JULIEN PIERRE

**2021 is likely to be a strategic shift for La Passerelle Conservation.**

It appears necessary to consolidate our team by establishing the first full-time position in January 2021 which ensure a reinforced management of the endowment fund. In response to the growing public-enthusiasm for biodiversity protection, La Passerelle Conservation wants to raise additional funds and support new associations around the world. To do this, several projects are emerging:

- > We will meet the zoos in France to propose them the establishment of **Euro Nature** in their structures and to act concretely for conservation alongside us;
- > We will also offer sponsorship to companies so that they can take part in environmental protection at their scale through the "**Projet Colibri**";
- > We also want to set up a system of **solidarity donations** when paying with credit card in structures such as restaurants and shops;
- > We will resume the distribution of our **donations and life insurance's brochures** so that everyone can leave a positive mark on future generations and nature.

**La Passerelle Conservation is optimistic and determined to protect biodiversity. We thank you all warmly for your commitment to support us in the protection of endangered species. Thanks to you, we continue to work every day to preserve this beautiful planet.**

Julien PIERRE  
President of La Passerelle Conservation

**2020 was quite a challenge.** The health crisis has affected the world and France since March and has slowed down our projects. Nevertheless, we found the resources to face the difficulties met and we were able to bounce back:

- **Biodiv'Educ:** the project aims at raising educational awareness among next generations through technology and video games and was originally planned for March 2020. Despite the situation in schools (closed first and then strict sanitary conditions), to date, more than 485 primary school students have been sensibilised in 7 different schools in the Auvergne region;

- The conservation's objective fixed at 120,000.00 euros was reached, despite some doubts in May. Support from visitors to Parc Animalier d'Auvergne (63) and Exotic Park (64) has helped us to reach, even exceed the Euro Nature objective set in 2020 and to help 17 conservation programmes worldwide as planned;

- For the first time this year, we have carried out 2 actions to raise funds related to environmental crisis, for the devastating fires in Australia in January or those in the Brazilian Pantanal in October. La Passerelle Conservation, in collaboration with other conservation organisations, assisted associations without waiting for the payment date of the funds originally scheduled for December. In particular, we have supported IPÊ (Instituto de Pesquisas Ecológicas) for the protection of terrestrial tapirs and ICAS/Tatu-Canastra for the one of giant armadillos. They are both working on the field in Brazil to save this precious ecosystem.

# I. LA PASSERELLE CONSERVATION

## a) Legal statute

La Passerelle Conservation is an endowment fund created in 2013 by Parc Animalier d'Auvergne and Mr. Julien Pierre, former international professional rugby player. It is governed by Law 2018-776 of August 4, 2008, and the head office is located at 17 Rue du Commerce in Ardes (63420).

The SIREN number is 817 943 533. Its creation was published on 03/01/2015 in the Official Journal.

## b) Missions

La Passerelle Conservation encourages everyone to take part in concrete actions for protecting biodiversity. The organisation is raising funds to help global conservation programs safeguarding endangered species and natural habitats alongside local communities when they can be involved.

The endowment fund aims to enable, for an exclusively general and humanitarian purpose to:

- Contribute to the protection of animal and plant species against pollution and nuisance ;
- Value the conservation of the environment, the conservation and restoration of spaces, resources, natural environments, diversity and fundamental ecological balances ;
- Promote sustainable management between human and wildlife habitats (i.e., creation of reserves, community management) ;
- Help to provide with economic solutions such as training and job creation, micro-credit and tourism ;
- Promote discovery and access to nature for as many people as possible ;
- Raise funds and finance projects for the protection of the environment and the safeguarding of animal species ;
- Encourage and develop teaching, scientific research, and awareness on Human-animal interaction.

In order to achieve these goals, **La Passerelle Conservation** is implementing all necessary means to raise public awareness regarding the current ecological and environmental issues, as well as the conservation of animal and plant species.



### c) Team

Below is La Passerelle Conservation team's organization chart from March to December 2020:

Julien PIERRE  
*President*

Pascal DAMOIS  
*Treasurer*

Karine DUCHER  
*Secretary*

↓  
Laura de CAZANOVE  
*Civic Service / Project manager*

At the beginning of 2020, **La Passerelle Conservation** team consisted of two civic services, Ms Fanny GÉANT and Ms Laetitia POIRIER. Their contracts ended in mid and late February, respectively. Ms Laura de CAZANOVE began her 6-month civic service in March, which lasted until the end of December as an internship.

La Passerelle Conservation maintained its activity throughout the year despite the pandemic. Ms Laura de CAZANOVE was assisted by the intern Mr. Bastien DURAND from June to October 2020, especially for organising events. During the summer season, trainees were present in Parc Animalier d'Auvergne to raise public awareness about animal protection. La Passerelle Conservation also recruited an intern for several weeks at its zoological park partner Exotic Park (Lescar, 64) to carry out the same missions.

### d) 2020 Goals

Since its launch, La Passerelle Conservation continued to multiply its projects in which the endowment fund becomes the major asset in the protection of the environment.

In 2019, the objective of 100,000.00€ euros for 15 conservation programs was exceeded, mostly because of the introduction of Euro Nature at Parc Animalier d'Auvergne. Exotic Park joined La Passerelle Conservation in September 2019 and implemented this Euro Nature since its opening, thus raising more funds for the association and increasing the 2020 target. La Passerelle Conservation

launched Biodiv'Educ, an educational project supported by the European Regional Development Fund (FEDER) for the public, with a particular focus on young generations in Auvergne.

Thanks to the work of current and former teams, this year was a strategic shift in the development of the structure.



In 2020, La Passerelle Conservation wanted to give a new drive to the endowment fund and broaden its scope of action by raising greater amounts. Several times, news confirmed that people were willing to take concrete actions for wildlife protection and its habitats. However, it was not to mention the global pandemic that resulted in the closure of zoos for several months.

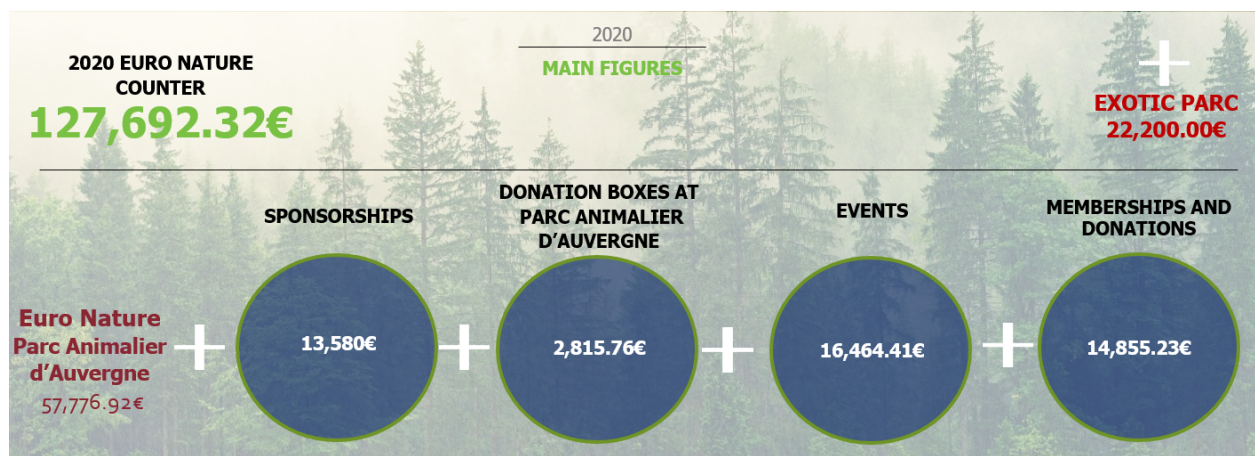
The association field of actions was also particularly affected and slowed down. Consequently, doubts emerged on our ability to raise the expected amount of funds for the 17 conservation programs supported by La Passerelle Conservation with Parc Animalier d'Auvergne and Exotic Park in 2020.

Yet, visitors demonstrated their support as soon as the two zoos could reopen. Attendance at Parc Animalier d'Auvergne and Exotic Park reached high records in the summer months, especially in August. Thanks to an effective communication and original events, the financial results obtained are promising for the future projects of La Passerelle Conservation.



## II. FINANCIAL REVIEW

In 2020, La Passerelle Conservation raised a total of **127,692.32** euros for conservation.





a) 2020 revenues and expenses

The Euro Nature collected by Parc Animalier d'Auvergne is donated directly to conservation programmes of endangered species, without transiting through the accounts of the endowment fund but strictly following its instructions. Thus, the amount collected in 2020 (57,776.92 euros) does not appear in the income statement.

LA PASSERELLE CONSERVATION  
2020 Revenues and expenses

EXPENSES		2020 Expectations	2020 Achievements	REVENUES		2020 Expectations	2020 Achievements
Conservation programs supported	Conservation programs	50 000,00 €	61 500,00 €	Memberships	Memberships	400,00 €	290,00 €
	subtotal	50 000,00 €	61 500,00 €		subtotal	400,00 €	290,00 €
Expenses (sponsorships, furnitures, communication)	prints, certificates, stuffed animals, plaques	300,00 €	2 003,14 €	Donations	Donations with memberships	1 000,00 €	340,00 €
	Communication (Zoos)	- €	2 402,30 €		Parc Animalier d'Auvergne	10 000,00 €	10 000,00 €
	Others expenses				Exotic Park (Euro Nature)	22 000,00 €	22 200,00 €
	subtotal	300,00 €	4 405,44 €		Monthly donations	240,00 €	944,00 €
organisation of events					Others donations	3 800,00 €	3 281,23 €
	Kids Trail/Snow Leopard Trail	2 800,00 €	22,46 €	Sponsorships (animals)	subtotal	37 040,00 €	36 765,23 €
	Sponsor's Night	200,00 €	- €		Sponsorships	20 000,00 €	13 580,00 €
	International Days	50,00 €	- €	Donations boxes	subtotal	20 000,00 €	13 580,00 €
	Others events et communication with partners	- €	- €		Donations boxes at Parc Animalier d'Auvergne	3 090,00 €	2 815,76 €
	subtotal	3 050,00 €	22,46 €		subtotal	3 090,00 €	2 815,76 €
Operating expenses				Events	Heads in the Stars	2 500,00 €	6 375,00 €
	Website	100,00 €	543,34 €		Endangered Species Days	3 500,00 €	6 394,41 €
	Bank charges	- €	39,00 €		Kids Trail	6 500,00 €	- €
	Communication	200,00 €	- €		Snow Leopard Trail		192,00 €
	Memberships	130,00 €	10,00 €		Snow Leopard Challenge	4 000,00 €	805,00 €
	Furnitures (office)	- €	212,71 €		Sponsoring Trail	5 000,00 €	- €
	Office	750,00 €	- €		Red pandas ruffle		2 564,00 €
	Others (insurance)	300,00 €	1 288,04 €		International Days	500,00 €	134,00 €
					Australia ruffle		615,00 €
	subtotal	1 480,00 €	2 093,09 €		French National Rugby League		6 560,00 €
Human Resources				Allocations	Australia (donations)		212,00 €
	Employee	- €	- €		subtotal	22 000,00 €	23 851,41 €
	Allocations Civic service (or interns)	6 500,00 €	6 559,80 €		Civic services	2 000,00 €	1 076,67 €
	Professional déplacements	1 200,00 €	588,83 €	Refunds	Employee allocations	- €	- €
	Mandatory formations Civic service		268,00 €		subtotal	2 000,00 €	1 076,67 €
	subtotal	7 700,00 €	7 416,63 €		Maison de la Nature (Chauve-Souris)		2 458,21 €
					subtotal		2 458,21 €
EXPENSES		62 530,00 €	75 437,62 €	REVENUES		83 730,00 €	80 837,28 €

## b) Fundraising

### - Memberships

La Passerelle Conservation's membership form offers four categories:

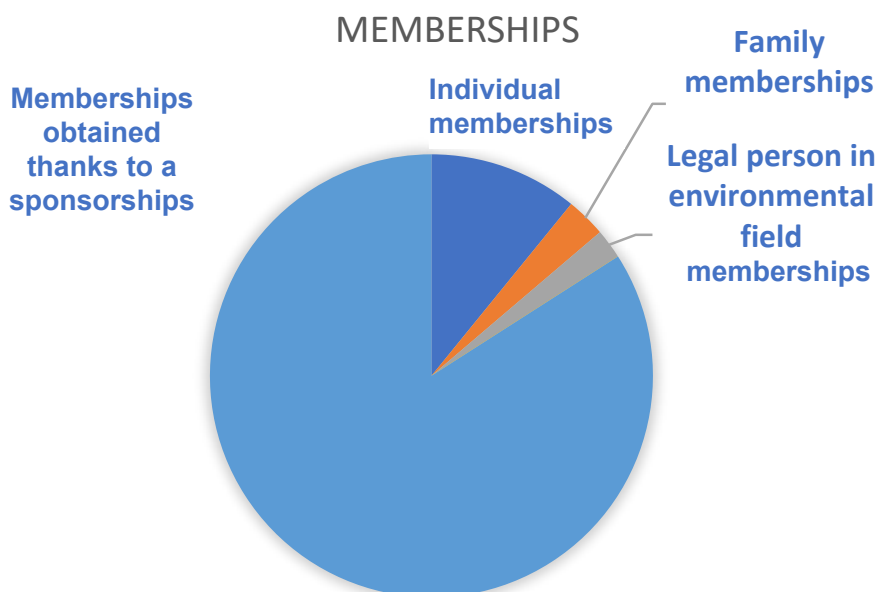
- Individual membership (10.00 euros)
- Family membership (10.00 euros)
- Legal person in environmental field membership (20.00 euros)
- Other legal person membership (50.00 euros)

	Price	Number	Total Amount
Individual membership	10.00€	15	150.00€
Family membership	20.00€	4	80.00€
Legal person in environmental field membership	20.00€	3	60.00€
Legal person in others fields membership	50.00€	-	-
Animal sponsorship membership	-	116	-
<b>2020 total memberships</b>		<b>138</b>	<b>290.00€</b>

Members benefit from adding a donation to **La Passerelle Conversation** besides their membership. The procedure can be done online on the website via the Hello Asso form or via a downloadable form for cheque payments.

In 2020, La Passerelle Conservation counts **138 members**, being 50% more than in 2019 (92 members). Among these 138 members, 116 are animal's sponsors. People choosing to sponsor an animal at Parc Animalier d'Auvergne or at Exotic Park can get a free membership.

**Thanks to memberships, 290.00€ were collected in total.**





Among members, 9 of them made a donation along with their membership.

In total, 340.00€ has been counted in the donation category. According to statistics, families who join La Passerelle Conservation make a significant donation with their membership.

	Number	Amount Collected
Individual membership	6	80€
Family membership	3	260€
<b>Total donations with memberships</b>	<b>9</b>	<b>340€</b>

#### - Donations

In 2020, **14,565.23€** has been collected thanks to donations.

We received generous monthly donations from private individuals and from Mr. Gil ALMA's company Agil Productions. Mr. Gil ALMA is a French actor, humorist and producer.

**Parc Animalier d'Auvergne** also made a 10,000.00€ contribution.

The zoological garden in Albi, Exoticamis, gave a 37.99€ payment thanks to donations collected through a donation box at the disposal of visitors. In January, it also took part in our raffle for Australia by adding prizes and again, in August, organizing activities for the Endangered Species Days. Exoticamis raised 176.60€ (counted in the event category) for a 217.59€ cumulated total donations aimed at La Passerelle Conservation for the year 2020.

Some companies with which La Passerelle Conservation collaborated in the past renewed their financial participation.



**WildRepublic** offered us stuffed animals in exchange for sponsorships (option starting from 90.00€):

- 16 red pandas
- 16 snow leopards
- 16 giraffes
- 12 lions
- 12 tigers
- 12 bears

These stuffed animals were sent at the same time as the usual orders to renew Parc Animalier d'Auvergne's stock. From September, we were lacking some models (red pandas and tigers) because of the numerous registrations of "gold" sponsorships (90.00€).

Due to the closure of Parc Animalier d'Auvergne, stuffed animals' stock was not renewed. We worked with the remaining stuffed animals in the park's boutique until the next shipment in December along with the one offered by WildRepublic.

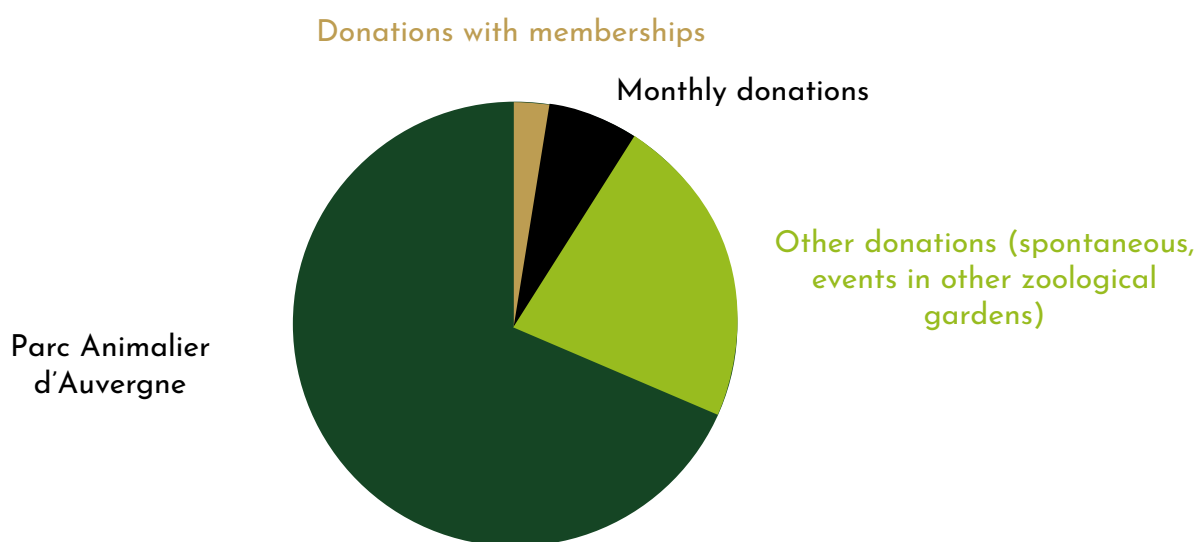
At the beginning of the year, Decombat print shop offered us 15,000 brochures print run, hand out to visitors at Parc Animalier d'Auvergne explaining the Euro Nature concept and presenting the conservation programs supported. In August, we printed some brochures again because they had all been already distributed.



Litrimarché and Ikea also gave us materials donations (beds and decorative furnitures) as part of the event "Head in the Stars" which took place in July at Parc Animalier d'Auvergne.

Finally, we also counted generous and spontaneous donations throughout the year or when visitors were participating in events.

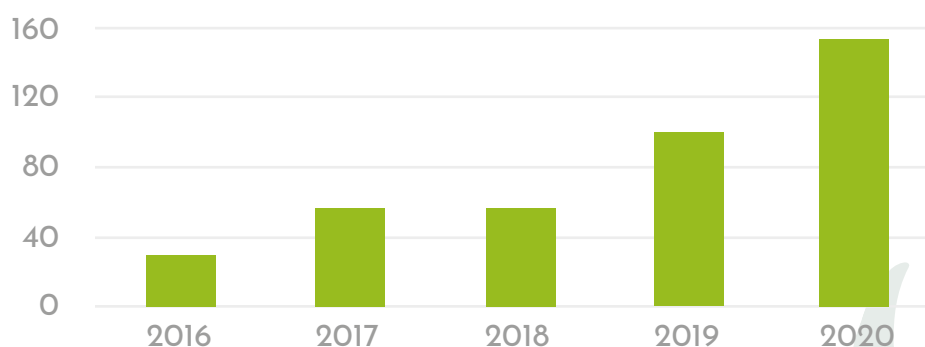
## DISTRIBUTION OF DONATIONS



## - Sponsorships

Thanks to the 153 sponsorships from this year, we collected 13,580.00€ which means 3,080.00€ more than in 2019 (10,500.00€ collected for 100 sponsorships) and 8,005.00€ more than in 2018 (5,575.00€ for 57 sponsorships).

## NUMBER OF SPONSORSHIPS



In response to visitor demand, La Passerelle Conservation has expanded the sponsorships options to all species present in Parc Animalier d'Auvergne and Exotic Park. This initiative has been appreciated by visitors and allowed us to raise more funds for the associations.

The presence of interns at Parc Animalier d'Auvergne and Exotic Park demonstrated to be an effective way to raise visitor's awareness about the "Euro Nature" and the protection of endangered species. Interns had to present La Passerelle Conservation's actions to visitors and encourage them to make a donation in boxes at their disposal or a sponsorship along with the euro deducted from their entrance ticket, called "Euro Nature". These donations and sponsorships can be made throughout the visit at Parc Animalier d'Auvergne if they wish to make an extra gesture to save the animals.

Exotic Park registered 2 sponsorships: one of 25.00€ for the blue and yellow macaws and another of 50.00€ for the turtles for a total amount of 75.00€. These only two sponsorships can be explained for several reasons: short presence of the intern in the animal park, no plaques or boxes for sponsorships at that time to show the example and encourage the visitor, procedure still new at Exotic Park, and late publication for the sponsorship form on the website (September). Next year, La Passerelle Conservation will put in place additional resources to encourage sponsorships at Exotic Park (more communication through brochures, social networks, and installation of a screen presenting sponsors' plaques).

5 sponsorships categories are still available in 2020:

- Bronze protector (25.00€)
- Silver protector (50.00€)
- Gold protector (90.00€)
- Platinum protector (150.00€)
- Great protector of Nature (500.00€)

La Passerelle Conservation is an association of public interest, therefore, donations are 66% tax deductible.

A sponsorship option is planned for schools of up to 100.00€. As an example, in February, a class sponsored snow leopards. However, the educational trip did not take place because of the health situation. Later in the year, 3 critical endangered species, the red varis, the red pandas and giraffes were sponsored by three CE1 classes (8 years old) from a school in Loire-Atlantique (East of France). These classes can enjoy the personal support from La Passerelle Conservation through information, pictures of animals and the organization of educational activities.

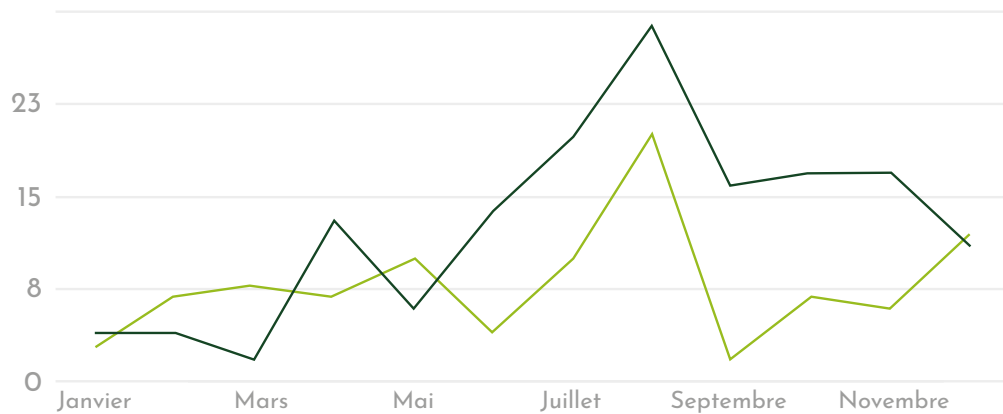
To support the sponsorship of animals, a special offer has been suggested several times this year, for instance during some international days (tigers, lions, red pandas, snow leopard) and the endangered species day (applying this time to all species from Parc Animalier d'Auvergne and Exotic Park). Visitors had the opportunity to get the Gold Protector (90.00€) at the Silver Protector price (50.00€) including a stuffed animal, a birthday card email and their subscription to the online roll of honor in the gold category. This offer has really been appreciated by visitors and encouraged several sponsorships.

In partnership with Parc Animalier d'Auvergne's communication team, we also pointed out the idea of a sponsorship as a Christmas gift since mid-November. In total, we registered 28 sponsorships in the last two months of the year (17 in November and 11 in December) and 20 more during holidays which has been counted for 2021.

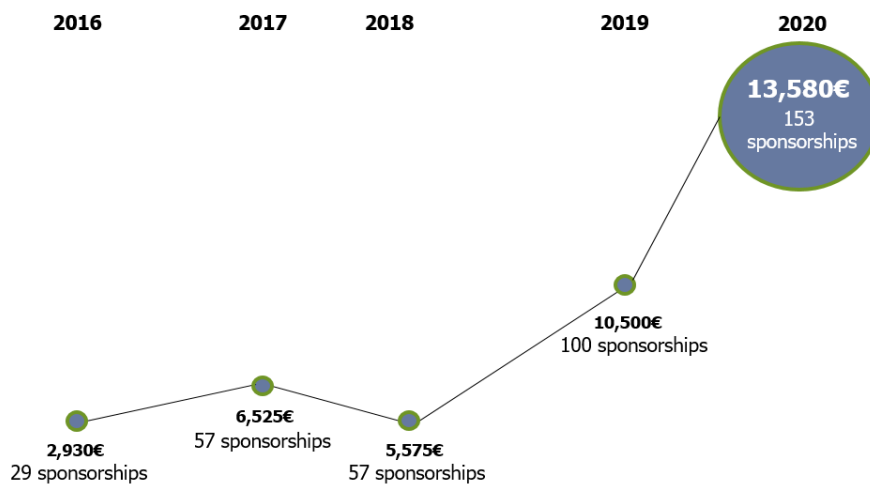


We observed a sponsorship peak in July (20 sponsorships) and in August (29 sponsorships), most likely because of the presence of interns in zoological gardens and their high degree of visits during summer. These numbers stabilized during the months of October, November and December (approximately 17 sponsorships each month).

## Monthly Evolution of Sponsorships



## SPONSORSHIPS EVOLUTION



### INFORMATION ABOUT SPONSORSHIPS



AUGUST



DECEMBER



SILVER  
PROTECTOR



50%  
LOCAL SPONSORS



> The most selected **option** is the “**Silver Protector**” at 50.00€ (58 sponsorships), followed by the “**Gold Protector**” at 90.00€ (47 sponsorships). We count, respectively, about twenty sponsorships at 25.00€ and 150.00€.

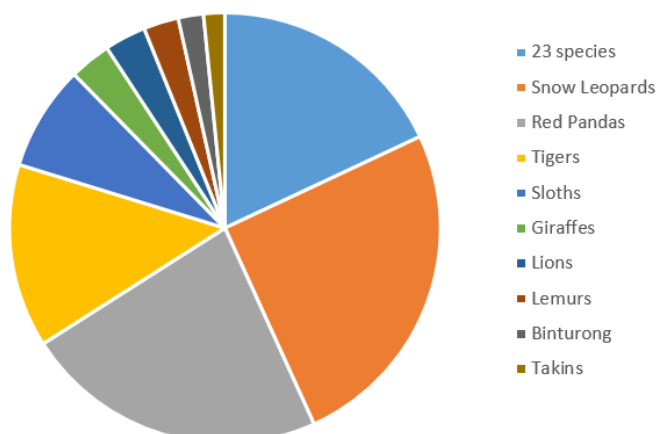
The special offer suggested in 2020, during international days and Endangered Species Day can explain the selection of this « Silver Protector » category by sponsors. Last year, the « Gold Protector » category was the most selected.

> The **snow leopards** have been the most sponsored animals (37 sponsorships), followed by the red pandas (31 sponsorships) and the sloths (13 sponsorships). Snow leopards have been really appreciated and they took over the red pandas which were the sponsors’ favorite animals in 2019.

> Out of 153 sponsorships, 78 have been made by donors from the Auvergne region (French department: Allier, Cantal, Haute-Loire and Puy-de-Dôme).



## Amount collected per species



The opposite graph gives us an insight into the amount collected per species. 23 species from Parc Animalier d'Auvergne and Exotic Park have been sponsored less than three times and allow to collect 18% from the total amount of sponsorships. Snow leopard sponsorships represent 25% (orange), red pandas 23% (grey), tigers 15% (yellow).

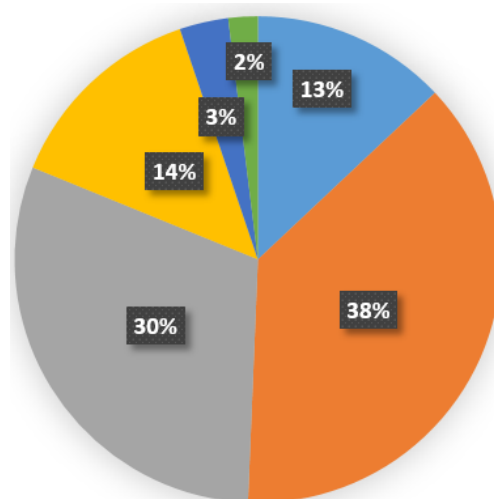
The increasing number of sponsorships creates costs linked to their management and it raises questions for the future.

La Passerelle Conservation is already thinking about some adaptations to keep its sponsoring system and its initial objectives to donate the entirety of its collected funds for the conservation. In 2021, La Passerelle Conservation plans to give in return more online compensations such as certificates printing costs and keep most of the funds collected for the associations supported.



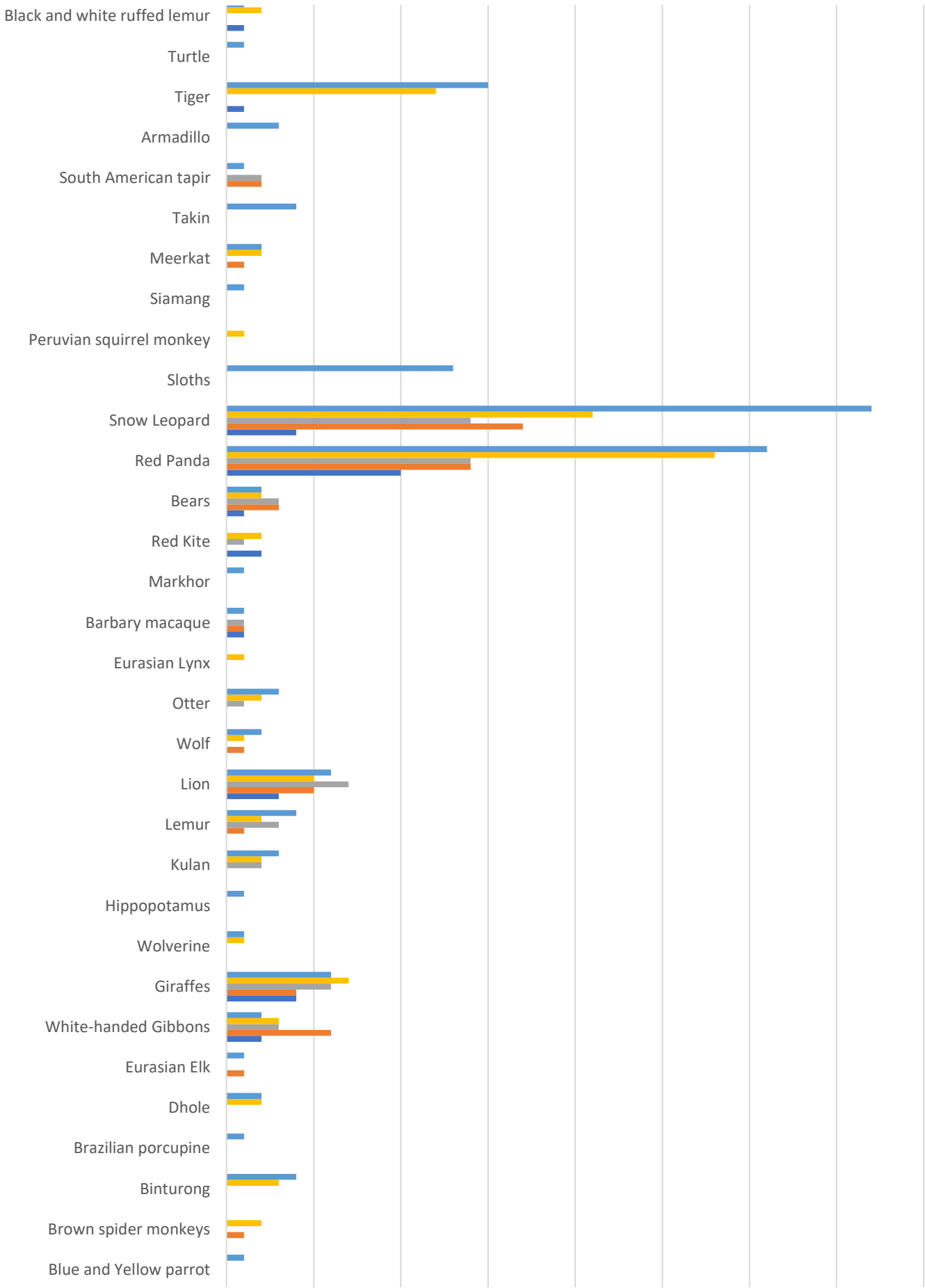
Above: Sponsorships plaques' installation in front of Barbary ape, tigers, otter and gibbons enclosures at Parc Animalier d'Auvergne.

## Distribution of sponsorships' categories



- Bronze
- Silver
- Gold
- Platinum
- Great protector of Nature
- School

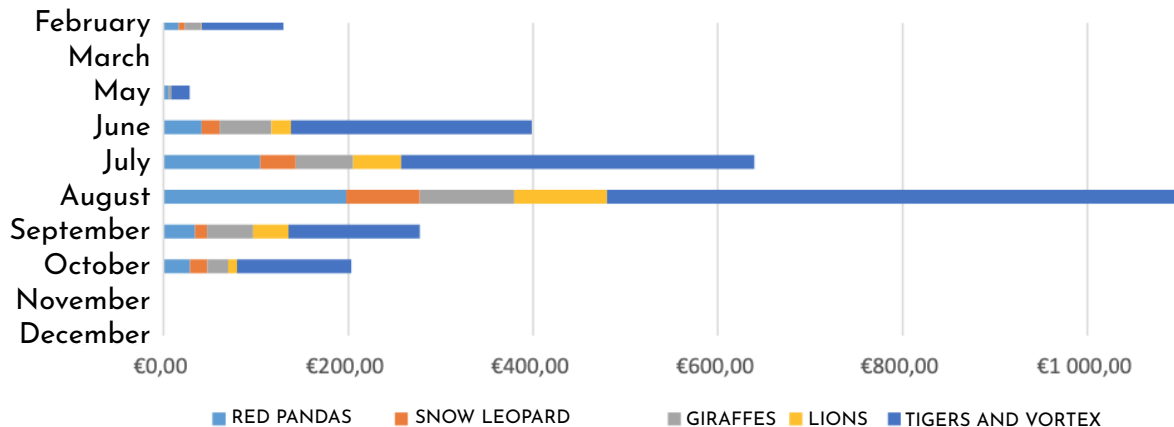
# EVOLUTION OF SPONSORSHIP NUMBER PER SPECIES



## - Donation boxes at Parc Animalier d'Auvergne

In 2020, we collected in total **2,815.76€** against 2,859.19€ in 2019 in the donation boxes at Parc Animalier d'Auvergne. The zoological gardens' shutdown imposed from March, 16 to May, 18 and then October, 30 until Christmas and New Eve's celebrations have had some impacts on the results obtained in the boxes. The total would have been higher but we remembered that visitors have been really generous this year. As well as the sponsorship's peak, the intern presence and the high number of visits at Parc Animalier d'Auvergne justify the August collection's record.

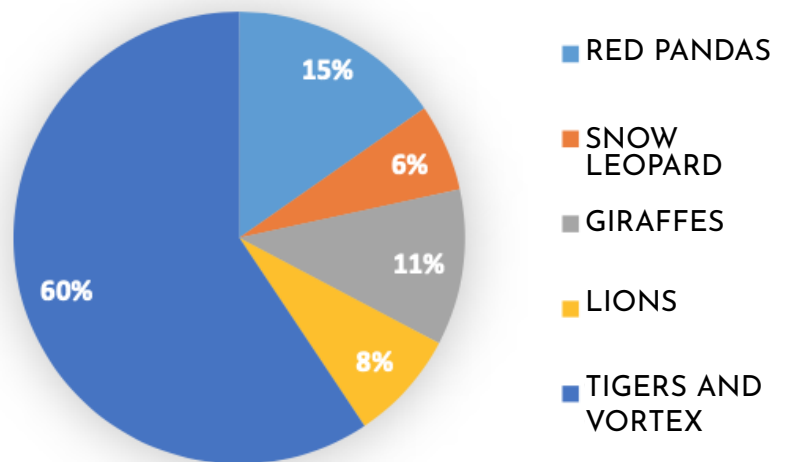
Monthly collection 2020



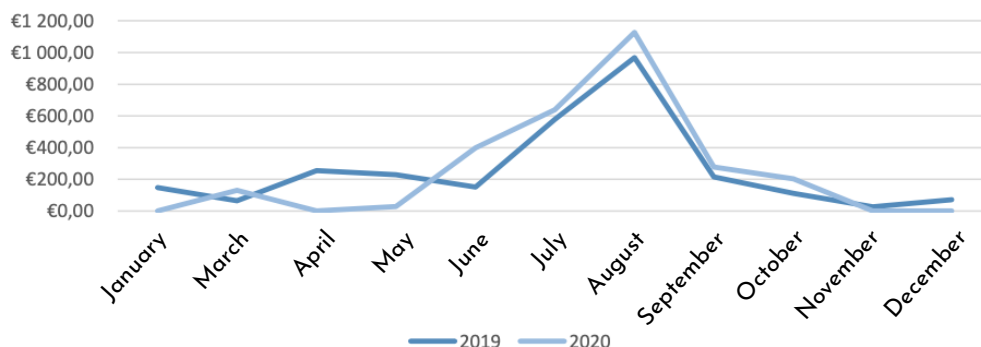
The opposite graph shows us the collection distribution according to species. We notice that the vortex is really appreciated by visitors, especially children for its playfulness by its playfulness (the coin spins and rolls until it reaches the donation box's bottom). On its own, it reaches the total amount from all boxes in July (more than 630.00€)

A discussion is ongoing with Exotic Park to install, next year, a donation box to raise more funds for the conservation programs.

Comparison per species



Monthly Collection Comparison 2019-2020



### - Bequest, donations and life insurance

The general public expresses a wish to act more and more in favor of the environment's protection. Therefore, we now suggest to private individual to put in place a bequest, a donation or a subscription to life insurance for the environment. Notaries' offices seemed to be the perfect place to introduce our missions and suggest these options to clients who might be interested in this process. The project to distribute brochures to notaries' offices was launched in March.

However, due to the first lockdown, it has been temporarily suspended. Notary's waiting rooms have been closed and all advertising brochures have been removed. In July, we dropped off some brochures in 31 notaries' offices in the Auvergne region who were interested in our actions. Other offices asked us to come back at them at the beginning of the school year (September). However, the announcement of a second lockdown

suspended the distribution once again. This one will resume during 2021 as soon as the health situation will improve.



La Passerelle Conservation has been selected by the solidary search engine Lilo which supports environmental projects. Researches made by users are transformed into drops which are transformed in cents. Project's incomes are calculated in comparison with the actual search engine's incomes and then, distributed between all project according to the number of drops they received.

As an example, one person who uses **Lilo** for one year creates approximately a **15.00€ income**. In total, we collected 44.00€.

### c) Euro Nature



In 2019, the **Euro Nature** was put in place at Parc Animalier d'Auvergne and in September from the same year at Exotic Park. As a reminder: 1.00€ is deducted from each entrance ticket bought by visitors (2.00€ for annual passes) and donated for the conservation.

In 2020, Parc Animalier d'Auvergne collected **61,131.69€** of Euro Nature. This Euro Nature is subject to VAT (5.5%), thus a sum of 3,362.93€ is to be deducted from the total amount, that is to obtaining a real total of 57,776.92€.

The Euro Nature collected at the Parc Animalier d'Auvergne is directly transferred to the supported associations without passing through the accounts of the endowment fund.

The establishment of **Euro Nature at Exotic Park** allowed the collection of **22,200.00€**, which means 2,200.00€ more than the initial objective (20,000.00€).

Euro Nature at Exotic Park and Parc Animalier d'Auvergne represents approximately 60% of the total amount collected over one year by La Passerelle Conservation. Therefore, it has crucial importance for the conservation's raising funds. The closure of the zoological gardens has had an impact on the ability of the structures to achieve the best possible results. Thus, we count a total of **79,976.92€** for both parks in 2020, a record and good news for the conservation programs, particularly impacted on the ground by the global pandemic.



We hope to be able to develop new partnerships of this type in the future in order to establish Euro Nature in other zoological gardens in France. Some of them, like Jardin Exotique in Folembay (02) have introduced it for a weekend during the days of endangered species in August.

Each park has its own Euro Nature counter. A counter appears on La Passerelle Conservation website to display the total amount collected with the partner parks.

Below : In early 2020, Euro Nature meter at Parc Animalier d'Auvergne (63) and at Exotic Park (64).



Below : A facebook post for Euro Nature results in August 2020 and a picture of meters in Parc Animalier d'Auvergne and Exotic Park.

**La Passerelle Conservation**  
14 août 2020 · 🌍

!! 🎉 RÉSULTATS RECORDS POUR L'EURO NATURE 2020 ! 🎉 !!

👉 C'est INCROYABLE, nous atteignons des chiffres exceptionnels pour la conservation des espèces menacées cette année ! 🐘  
> DÉJÀ PRESQUE 19 000€ au compteur d'Exotic Park et 65 000€ à celui du Parc Animalier d'Auvergne ! 🐘

👉 Toute l'équipe de La Passerelle Conservation vous remercie sincèrement de la part de toutes les associations et des animaux : MERCI, MERCI, MERCI !

Cette cagnotte sera intégralement redistribuée à la fin de l'année aux programmes de conservation des espèces menacées pour protéger la biodiversité partout dans le monde.

👉 Merci :

- > aux visiteurs du Parc Animalier d'Auvergne et d'Exotic Park avec 1€ sur chaque ticket d'entrée reversé sur cette cagnotte,
- > aux parrains-marraines des animaux, aux donateurs et aux adhérents,
- > à ceux qui ont participé à nos événements : nos journées internationales (🐘, 🐘, 🐘), à nos nuits à la belle étoile et pour vos dons !
- > et ceux qui ont prévu de participer aux journées des espèces menacées ce week-end au Parc Animalier d'Auvergne, Exotic Park, Exoticamix et Le Jardin Exotique "centre d'accueil pour petits primates". Ces parcs soutiennent les actions de La Passerelle Conservation et participent avec nous à sauver les animaux !
- > à tous nos collaborateurs et partenaires, réguliers et/ou ponctuels qui nous aident dans nos activités !

> EN ROUTE POUR L'OBJECTIF 120 000€ D'ICI DÉCEMBRE ! 🌱 🐘

👉 MERCI À TOUS !  
> Découvrez tous les programmes juste ici :  
<https://lapasserelleconservation.fr/programmes-soutenus/>

The results were announced on our website, via a newsletter and on our social media in early 2021. La Passerelle Conservation extends a warm thank you to all the participants who made this possible.





# 18 CONSERVATION PROGRAMS SUPPORTED IN THE WORLD IN 2020

with one additional by the end of the year thanks to Euro Nature raised: Panse-Bêtes Care Center in Auvergne (63).

<b>ATÈLES VARIÉS</b>  <b>ZONE DE PRÉSERVATION</b> VENEZUELA <b>PROJET CAPARO</b> <p>Depuis 1980, la Fondation de la Panse-Bêtes s'occupe de la conservation des atèles, ces singes qui habitent les forêts primaires des montagnes du Venezuela. Le projet CAPARO vise à protéger les atèles dans les zones de préservation.</p>	<b>TAPIRS TERRESTRES</b>  <b>ZONE DE PRÉSERVATION</b> BRÉSIL <b>IPE ILIOMILAND TAPIR CONSERVATION INITIATIVE</b> <p>Le projet vise à protéger les tapirs terrestres dans les zones de préservation du Brésil.</p>	<b>FORÊTS</b>  <b>ZONE DE PRÉSERVATION</b> AUVERGNE <b>BIODIV'ÉDUC</b> <p>Projet éducatif de la Panse-Bêtes visant à sensibiliser le public à la biodiversité.</p>	<b>KULANS</b>  <b>ZONE DE PRÉSERVATION</b> KAZAKHSTAN <b>KULANSTIFFE</b> <p>Projet de conservation des kulans dans le Kazakhstan.</p>	<b>PANDAS ROUX</b>  <b>ZONE DE PRÉSERVATION</b> NÉPAL <b>RED PANDA NETWORK</b> <p>Projet de conservation des pandas roux dans le Népal.</p>	<b>OURS DU TIBET</b>  <b>ZONE DE PRÉSERVATION</b> LAOS, CAMBODGE, VIETNAM, THAÏLANDE ET INDONÉSIE <b>FREE THE BEARS</b> <p>Projet de libération des ours du Tibet.</p>	<b>PANTHÈRES DES NEIGES</b>  <b>ZONE DE PRÉSERVATION</b> CHINE, INDE, KYRGYZSTAN, MONGOLIE, PAKISTAN <b>SNOW LEOPARD TRUST</b> <p>Projet de conservation des panthères des neiges.</p>	<b>TIGRES</b>  <b>ZONE DE PRÉSERVATION</b> EXTREME-ORIENT RUSSIE <b>WILDCATS CONSERVATION ALLIANCE</b> <p>Projet de conservation des tigres.</p>
---	---	--	--	---	--	--	--

**BIODIVERSITÉ**  
  
**ZONE DE PRÉSERVATION**  
BELIZE  
**COROTZAL SUSTAINABLE FUTURE INITIATIVE**  

Projet de conservation de la biodiversité en Belize.

## AGIR DANS LE MONDE

grâce à l'EuroNature, vos dons et les événements de l'Objectif 100 000 €

<b>PARESSEUX</b>  <b>ZONE DE PRÉSERVATION</b> COSTA RICA <b>THE SLOTH CONSERVATION FOUNDATION</b> <p>Projet de conservation des paresseux.</p>	<b>TATOUS</b>  <b>ZONE DE PRÉSERVATION</b> BRÉSIL <b>INSTITUT DE CONSERVATION DE LA FAUNE SAUVAGE IBCAS</b> <p>Projet de conservation des tatous.</p>	<b>TORTUES</b>  <b>ZONE DE PRÉSERVATION</b> SÉNÉGAL <b>STATION D'OBSERVATION ET DE PROTECTION DES TORTUES ET DE LEURS MILIEUX</b> <p>Projet de conservation des tortues.</p>	<b>GIRAFES</b>  <b>ZONE DE PRÉSERVATION</b> OUGANDA <b>GIRAFFE CONSERVATION FOUNDATION - OPERATION TWIGA</b> <p>Projet de conservation des girafes.</p>	<b>LIONS D'AFRIQUE</b>  <b>ZONE DE PRÉSERVATION</b> KENYA / TANZANIE <b>BIG LIFE FOUNDATION</b> <p>Projet de conservation des lions.</p>	<b>LÉMURIENS</b>  <b>ZONE DE PRÉSERVATION</b> MADAGASCAR <b>ANTONGIL CONSERVATION</b> <p>Projet de conservation des lémuriens.</p>	<b>GIBBONS À MAINS BLANCHES ET LOUTRES D'ASIE</b>  <b>ZONE DE PRÉSERVATION</b> LAOS <b>PROJECT ANOUKAL</b> <p>Projet de conservation des gibbons.</p>	<b>BINTURONGS</b>  <b>ZONE DE PRÉSERVATION</b> PHILIPPINES <b>ARCTICUS BINTURONG CONSERVATION</b> <p>Projet de conservation des binturongs.</p>
---	---	--	--	--	--	---	---

La Passerelle  
Conservation





### III. CONSERVATION REVIEW

#### a) New conservation programs supported

In 2020, La Passerelle Conservation has supported 3 new conservation programs:



THE SLOTH  
CONSERVATION  
FOUNDATION

OBJECTIVE 3,000.00€



**The Sloth Conservation Foundation** (SloCo) is a non-profit organisation founded in 2016 by Dr Rebecca Cliffe, researcher and author of several publications on sloths.

The project aims to study and protect this species in its natural habitat, and to raise public awareness among local populations, especially children, about the importance of their preservation. Brown-throated three-fingered sloth (*Bradypus variegatus*) and Hoffman's two-fingered sloth (*Choloepus hoffmanni*) face numerous anthropological threats: electrocution on high-voltage power lines, stray or domestic dogs' attacks, road collisions, deforestation for agriculture, hunting (consumption of their flesh), and poaching (use of their skin for various products). Urbanization of the rainforest is depleting the sloth's habitat causing the isolation of their populations as well as genetic disruption. The main objective of SloCo's Connected Gardens

project is to create biological corridors for these sloth species. It aims to increase habitat availability by connecting additional spaces within and between private properties, public areas, and other parts of adjacent forests. The main project's goal consists



of reforestation and installing natural and/or artificial wildlife bridges. The sloths will thus be able to travel safely from tree to tree or from one area to another. The protected zones and the action plan are defined by the owners of the concerned land. The association is also working with the Costa Rican National Electricity Institute (ICE) to install bridges on the major highways. La Passerelle Conservation supports The Sloth Conservation Foundation for 'The Connected Gardens Project' in Talamanca in the province of Limon in Costa Rica with an amount of **3,000.00 euros**.

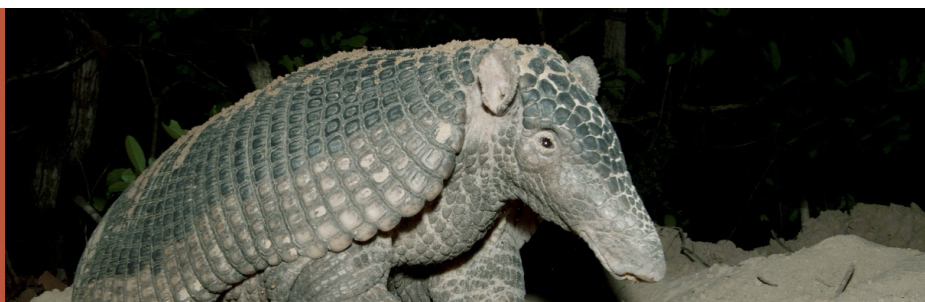
The local community is highly involved in all aspects of the project: building infrastructures, identifying key areas through community surveys, and monitoring the survival of all planted trees with training and education. This year, no less than 45 sloth crossing bridges (a single-stringed version attached between branches of 2 trees) have been installed in the Caribbean of southern Costa Rica, connecting more than 80 different habitats and using more than 1.5 kilometers of rope. Camera traps recorded more than 20 different species using those bridges, including the 2 species of sloths protected by the association.

SloCo has also built a new forest nursery to grow more than 3,500 trees in a 30 km<sup>2</sup> area. Since July, Parc Animalier d'Auvergne has hosted Elmo and Juna, a sloth pair much appreciated by visitors (13 sponsorships). They share their enclosure, integrated into the new restaurant, with three-banded armadillos and cotton-top tamarin.

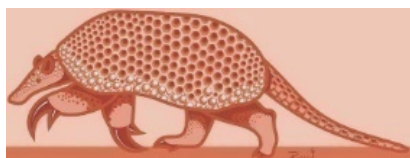


# ICAS

OBJECTIVE 3,000.00€



The giant armadillo (*Priodontes maximus*) from Brazil is the largest armadillo species in the world. However, due to their behaviour, low densities, and slow population growth rates, giant armadillos are rarely seen. Therefore, it has only recently become known to the general public.



In 2010, the **Wildlife Conservation Institute (ICAS)** created the Giant Armadillo Project - Tatu-Canastra for the conservation of this species in Brazil. It is classified as endangered as it is particularly sensitive to habitat destruction. It is also a victim of beekeepers in the Cerrado region because, as an insectivore, it feeds on bee larvae in hives. To better protect this key species essential to its ecosystem, several projects have been implemented.

Among them, a long-term ecological study was launched with the aim of understanding better its home range, its



movements, or the density of its population in Brazilian biomes (Brazilian Pantanal, Atlantic Forest and Cerrado).

ICAS is carrying out several projects as part of its Giant Armadillo Project - Tatu-Canastra program, including certifications for the region's beekeepers, attesting their sustainable and environmentally friendly practices.

In November, ICAS obtained the first certifications of beekeepers, setting up a improvement process according to the feedback of beekeepers and strengthening compliance with practices and laws.

The association's goal is to obtain more than 20 certified beekeepers by March 2021, and then 200 of the 218 identified before increasing certifications to beekeepers in neighbouring regions.

The ICAS team, composed mainly of veterinarians and biologists, has carried out an important work of observing these animals through camera traps. All its research has been published in scientific journals.

The association also encourages the preservation of giant armadillos on a larger scale by disseminating its knowledge of this emblematic

species to the public. It also offers interactive learning through online games.

Teachers have access to various resources to offer a complete theme on the giant armadillo to their class.

To fight against devastating fires in the Brazilian Pantanal, ICAS has developed its own firefighting resources.

The organisation is actively



working on the creation of a fire brigade to conduct patrols to identify areas at risk and predict fire departures with IPÊ (Instituto de Pesquisas Ecológicas), another program supported by La Passerelle Conservation.

La Passerelle Conservation supports this association with an amount of 3,000.00 euros for the purchase of equipment to monitor the giant armadillo, and also for the team's salaries working in the field.





STATION D'OBSERVATION ET  
DE PROTECTION DES TORTUES  
ET DE LEURS MILIEUX

OBJECTIVE 5,000.00€



In 2020, La Passerelle Conservation and Exotic Park supported **the Turtle Observation and Protection Station and Their Environments (SOPTOM)**. This association was created in 1986 to study and protect reptiles, especially turtles and their environments in France and around the world. It is composed of two entities:

The Conservatory Breeding Center and the WildLife Care Center.

Turtles are one of the most endangered reptiles on this planet. SOPTOM leads the

"SOS Sulcata program" and aims to protect the African spurred tortoise *Centrochelys sulcata*, the third largest species of land turtle, by its reintroduction into protected areas. Although present in many countries, the number of this species' individuals is low. This species is classified as vulnerable on the IUCN Red List of World Species.

Like many other turtle species, they are illegally traded or trafficked internationally throughout the world. In addition, they are sadly often released in public areas by owners that do not want to take care of them anymore. Moreover, many activities are carried out by the association such as the support of local people for the development of market gardening and beekeeping, an education program with theatre

classes for young people from the villages, organisation of activities and nature outings as well as the development of a small ecotourism activity.

In addition, SOPTOM has funded, conducted, or set up numerous studies since its establishment. One third of the association's budget is devoted to conservation and scientific work.

Through this SOS Sulcata program, La Passerelle Conservation and Exotic Park supported the protection of this turtle in Senegal. The sum of **5,000.00 euros** allocated to this program helped to finance the commitment of a volunteer in the International Solidarity Volunteer (VSI) in charge of the on-site conservation program as well as the remuneration of an employee who has been there for 11 years.



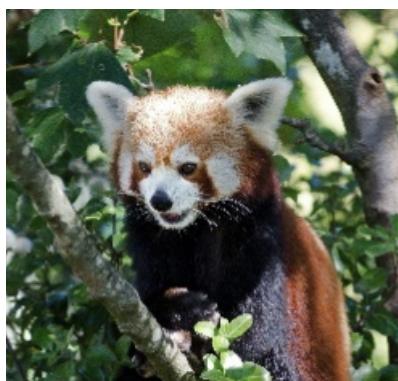
## b) Continuation of support

La Passerelle Conservation also continued its financial support to conservation programs last year.



**Red Panda Network** has had the mission to protect the red panda and its natural environment in Nepal since 2001. With fewer than 2,500 individuals in the wild, the red panda is classified as endangered by IUCN.

The association fights against various threats including deforestation or poaching with solutions such as increasing the surface of forest habitat or protecting areas vital to the species. In collaboration with local authorities and communities, it conducts efforts to identify and restore water sources, act for reforestation, create anti-poaching and forest firefighting teams, and



vaccinate or sterilise stray dogs that can transmit deadly diseases to red pandas.

Rangers are trained by the Red Panda Network to raise awareness among local communities. Other species such as the Himalayan black bear, the snow leopard, the clouded panther, the Assam macaque, or the dhole also benefit from the actions of the Red Panda Network.

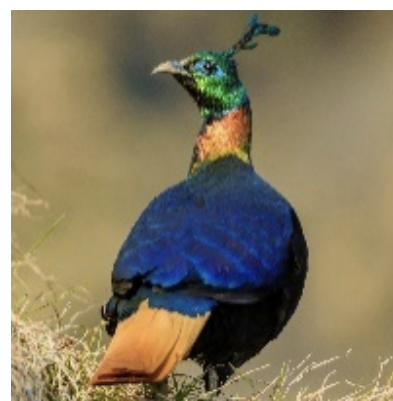
The program also raises awareness among people to provide knowledge about this unknown species but also to help them have good management of their environment. It was in this process that La Passerelle Conservation and Parc Animalier d'Auvergne funded the development of a textbook for schools. The goal was for children to understand the importance of biodiversity and discover the different endangered species with a specific chapter on the red panda.

Red Panda Network has also implemented protection programs for other species such as the Himalayan monal pheasant. La Passerelle Conservation and Exotic Park are supporting a project that aims to learn more about the status and threats of this iconic

pheasant, and to implement awareness and conservation activities.

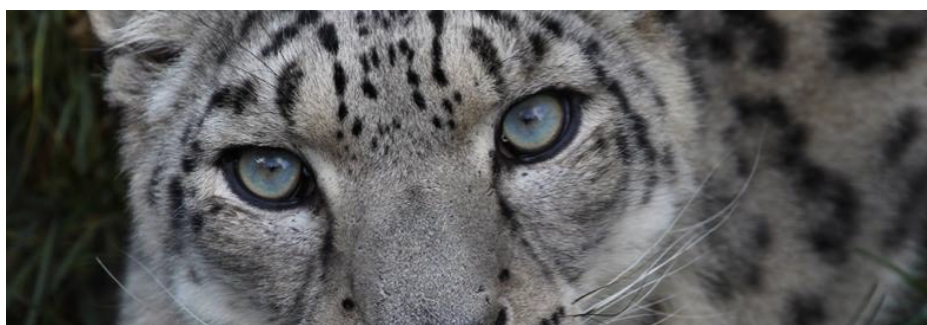
La Passerelle Conservation gives Red Panda Network **20,000.00 euros**, including 15,000.00 euros in partnership with Parc Animalier d'Auvergne for the red pandas protection to finance the establishment of an anti-poaching network, the conservation of water sources, the awareness of the protection of this species and the sterilisation of dogs.

Exotic Park dedicates 5,000.00 euros for the protection of the Himalayan monal pheasant.



In 2021, Mr. Pascal DAMOIS, the treasurer of La Passerelle Conservation, became a member of the Red Panda Network board, strengthening our link with this program.





# SNOW LEOPARD TRUST

OBJECTIVE 15,000.00€



**Snow Leopard Trust** is fighting for snow leopard conservation alongside government members and conservationists in more than 12 countries (Afghanistan, Bhutan, Kazakhstan, Nepal, Tajikistan, Russia, and Uzbekistan), including the 5 keycountries where more than 75% of the snow leopard populations lives (China, Kyrgyzstan, India, Pakistan, and Mongolia). The association conducts several projects in each country, including community conservation education programs, scientific research, and the development of protection actions.

The Snow leopard population is declining due to habitat destruction and fragmentation, poaching, reduced numbers of wild prey, and the proximity of farmers and their livestock, leading conflicts with snow leopards.

Snow Leopard Trust launched the first long-term ecological study about snow leopard in 2008 using GPS collars (more than 20 snow leopards these collars nowadays are equipped with these collars) that has already provided biological, behavioural, and territorial knowledge about this iconic Asian animal. The study of camera traps installed in 5 countries over the last years provides today the largest collection of photos of snow leopards in their natural environment.

In 2020, our support with the amount of **15,000.00 euros** financed some of the costs necessary to manage the study and to monitor individuals. Snow Leopard Trust is also leading a conflict prevention project between residents and snow leopards because of the high level of promiscuity between them.

Their actions also extend to the protection of leopard wild prey such as the Siberian Ibex and the Argalis. Snow Leopard Trust team works with local rangers and Mongolian scientists to conduct a study of these hunted species, monitor the evolution of their populations, and ensure better management of the natural reserve by all concerned.



## COROZAL SUSTAINABLE FUTURE INITIATIVE

OBJECTIVE 20,000.00€



Belize's forest, threatened by logging, is home to a rich and varied biodiversity. **Corozal Sustainable Future Initiative (CSFI)** is an NGO based in Belize, created by ITCF (International Tropical Conservation Fund). ITCF is an international charity that works to save tropical forests by funding conservation in the field.

The Shipstern Natural Reserve was established in 1989 on the initiative of the ITCF, based in Papiliorama, Switzerland, and at the Royal Burger's Zoo in Arnhem, The Netherlands. Today, this protected area has become a source of biodiversity for the people of Belize, known as the Shipstern Conservation and Management Area, near the village of Sarteneja in Corozal district.

In 2020, CSFI purchased forest's parcels to connect Shipstern Natural Reserve with Honey Camp and Freshwater Creek in order to create the largest ecological corridor between the north and south of the country, with more than 5,000 km<sup>2</sup> of protected biodiversity.

This will increase the living area of different species such as the leopard, Baird tapir and toucan, but also their genetic diversity thanks to a more varied territory and different populations. Many species of birds, reptiles and insects will benefit from the protection of this area. A sustainable management plan for these forests has been launched with various stakeholders to preserve Belize's exceptional biodiversity.

CSFI has a holistic approach involving the development of economic opportunities, education programs, equitable

tourism, sustainable uses of natural resources and the restoration of forests. It is for these many actions that CSFI was chosen as the main conservation program in 2020 by La Passerelle Conservation, Parc Animalier d'Auvergne, and Exotic Park with total support of **20,000.00 euros**.

The funding supports CSFI's protected area monitoring teams to preserve the integrity of habitats, wildlife and contributes to the development of the sustainable tourism program to generate conservation funds.







# BIG LIFE FOUNDATION

OBJECTIVE 6,000.00€



## BIG LIFE FOUNDATION

**Big Life Foundation** protects Africa's wildlife on an area bigger than 1.6 million hectares between Tanzania and Kenya. La Passerelle Conservation supports this foundation for their Rapid Deployment Unit (RDU) which patrols this huge area daily. Consisting of a vehicle and ten highly trained and armed rangers, it aims to respond immediately to any incident of poaching, ecosystem destruction, the arrest of suspects, the destruction of traps set against larger or smaller species. It also has a major role in reducing human-animal conflicts by ensuring animals keep sufficient distance from villages and farms.

In 2020, Big Life Foundation successfully protected the iconic wildlife living in the 'Amboseli-Tsavo-Kilimanjaro' (Grand Amboseli) ecosystem.

Conservation results are very encouraging, as, in total, more than 2,000 elephants, 250 lions, and 8 critically endangered eastern black rhinos have been rescued.

Thanks to the employment and partnership with more than 350 Massai rangers from the local community (including 8 women rangers) and active teams in the field, Big Life Foundation has achieved the following in the Greater Amboseli ecosystem:

- > no elephant lost because of poachers in more than 3 years;
- > no rhinos lost because of poachers in more than 4 years;

> protection of one of the only growing lion in Africa through Big Life Foundation's innovative Predator Compensation Fund and the Massai Olympics;

> 351,674 kilometers of patrols on foot and by car;

> more than 100 suspects arrested for wildlife crimes and more than 525 kg of ivory confiscated before it entered the illegal market;

> 23 local lion hunts cancelled.

La Passerelle Conservation donates to the association **6,000.00 euros** to finance its many actions for the protection of African wildlife.



# GIRAFFE CONSERVATION FOUNDATION

OBJECTIVE 6,000.00€



**Giraffe Conservation Foundation** is the only organisation in the world focusing only on the conservation and management of giraffes in the wild in Africa. GCF manages conservation initiatives involving 4 giraffe species in 16 African countries.

It decided to restore a viable population of Rothschild giraffes to the Pian Upe Reserve in Uganda, where they will be safer.

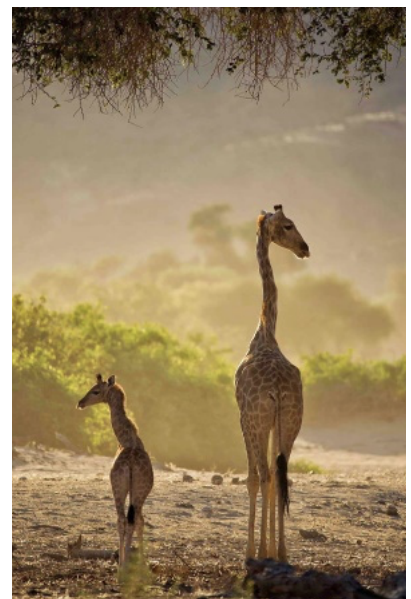
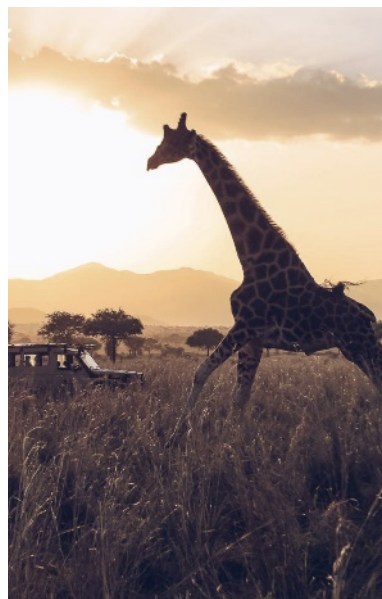
La Passerelle Conservation and Parc Animalier d'Auvergne specifically support Giraffe Conservation Foundation in Uganda to protect the Rothschild giraffes. Classified

in danger of extinction on the IUCN Red List, giraffe had completely disappeared from this reserve, where they were once the country's largest population. With only 650 Rothschild giraffes in the wild, this program is essential to their survival. The program works closely with wildlife local authorities in Uganda. Together, they launched a national giraffe conservation strategy and developed an action plan to prioritize conservation actions in the country.

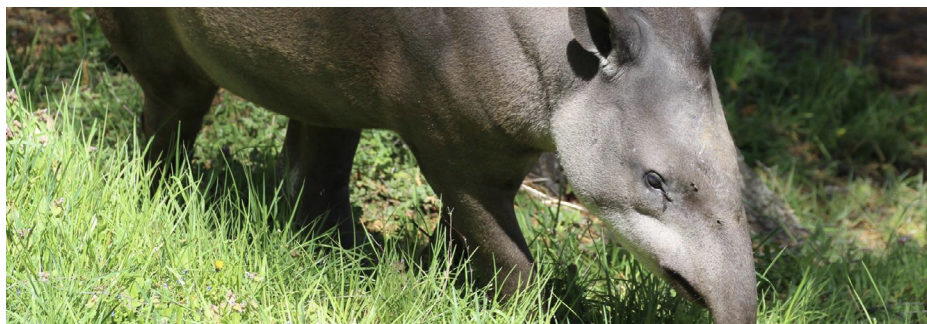
This year, GCF continued its surveys on the study of giraffe populations. In Murchison Falls National Park in Uganda, the veterinary team removed more than 260 animal traps, including more than 170 for Rothschild giraffes.

The best achievement of the association in 2020 lies in the pursuit of Twiga operations: 15 individuals from other reserves were already reintroduced in 2019 (Twiga IV) and 15 more in 2020 as part of the Operation Twiga V, from Murchison Falls NP to the Pian Upe Reserve, an area where they had been missing for 25 years.

The **6,000.00 euros** donated to Giraffe Conservation Foundation finance some of the equipment needed for giraffe translocations but also to help monitoring the arrival of these individuals in their new territory.







IPÊ (INSTITUTO DE  
PESQUISAS ECOLÓGICAS)

OBJECTIVE 6,000.00€



Since 1996, **IPÊ (Instituto de Pesquisas Ecológicas)** has been conducting a land tapir conservation project in different areas of Brazil, called the Lowland Tapir Conservation Initiative (LTCI). Through a scientific study on the social and territorial behaviours of different populations, IPÊ aims to create the largest database of terrestrial tapirs in South America. The objective is to analyse the viability of different populations by studying their genetic characteristics, their conservation status, the use of their habitat, and the risk of extinction. Land tapir species is threatened by poaching, road collision, and pesticide contamination used in intensive agriculture.

To fight against these threats, IPÊ has set up an education program for schools, farmers, and landowners. Its aim to apply the methods of research and conservation of this animal in areas at greater scale.

IPÊ team was eager to begin 2020 to expand its tapir conservation efforts

by returning to the Atlantic Forest 10 years after the publication of their first study in the region and to continue their work at Pantanal and Cerrado. A new team had just been hired and a timetable had been set, including field expeditions to all study sites, environmental education and awareness activities, meetings, workshops, conferences, training and capacity building initiatives, and much more. However, due to the pandemic, many projects were slowed down, postponed, or even cancelled.

IPÊ conducted 6 field expeditions in the Pantanal in 2020. Some of them aimed to check the camera traps, replace rechargeable batteries or memory cards, and process photos and videos.

The others focused on GPS captures and tagging. Within 60 days of fieldwork in the Pantanal, the association captured/recaptured 31 terrestrials tapirs, including 5 new individuals. Captures of the animals aims to collect skin biopsies for genetic studies, including on some tapirs not yet identified by the program. The other tapirs were already equipped with GPS collars, which allowed the IPÊ team to check their health and collect information on their repartition and movement.

Due to world environmental situation, IPÊ has also focused its efforts on the fight against devastating fires in the Brazilian Pantanal.

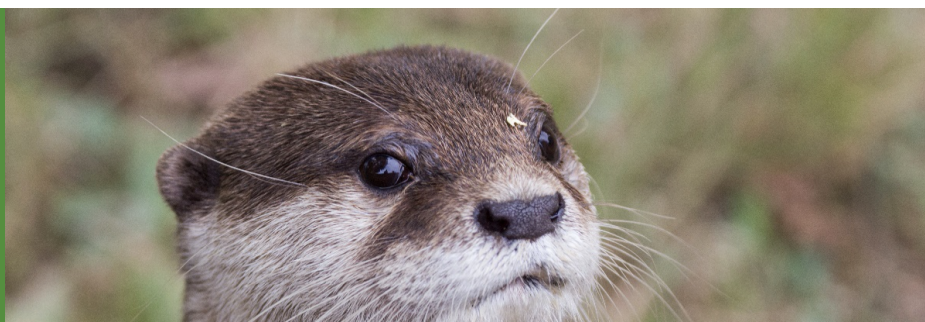
The association worked in collaboration with ICAS, another program supported by La Passerelle Conservation and Parc Animalier d'Auvergne. Together, they launched a fundraising campaign and redefined their conservation priorities: providing equipment to veterinarians and rehabilitation centers for injured animals. Both programs worked with the government on the creation of a firefighting brigade.

La Passerelle Conservation gives IPÊ the sum of **6,000.00 euros** for the purchase of GPS collars and the installation of camera traps and to help them for fire-fighting in Brazil.



## ASSOCIATION ANOULAK

OBJECTIVE 3,000.00€



**Association Anoulak** is committed to the study and conservation of wildlife in Lao, specifically in the Nakai-Nam Theum protected area, home to many endangered species such as Asian otters and white-cheeked gibbons. With an area of about 3,500 km<sup>2</sup>, it is a key place with a very rich biodiversity. Anamite Mountains are characterized by their natural richness in this area. In 2019, two Lao technicians were trained to climb huge trees that cover the protected area where Anoulak Association works to place about twenty camera traps in the canopy.

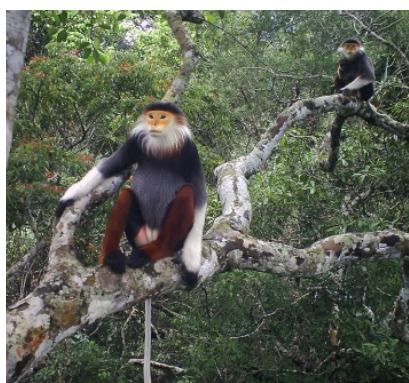
The team will collect valuable information on different species' behaviour that inhabit the canopy, especially Asian otters

and white-cheeked gibbons to better understand enlever and will better understand their needs. Despite difficult conditions due to the crisis, the association continued some of its projects, including anti-poaching patrols in the protected area. Researches already in place have been pursued:

- > the census of otter species by DNA analysis from samples of faeces collected along rivers;
- > the distribution of white-cheeked gibbons in the protected area through the recording of their characteristic songs;
- > the monitoring of animals populations using automatic ground camera traps to assess the impact of national park management interventions on the world's most hunting-sensitive and endangered wild populations;
- > the installation of camera traps in trees.

Association Anoulak has set up a new program to support local communities to develop financial resources alternatives through the marketing of their local crafts. It has also worked with several academic partners on specific data analyses and prepared the publication of its work next year. To raise awareness among local people, the association printed more than 2,500 copies of a poster about conservation and distributed them to schools and associations in Lao.

In 2020, La Passerelle Conservation has supported this association with the amount of **3,000.00 euros** for its project to study white-cheeked gibbons and Asian otters.







## ABCONSERVATION (ARCTICTIS BINTURONG CONSERVATION)

OBJECTIVE 6,000.00€



**ABConservation (Arctictis Binturong Conservation)** is the world's first organisation dedicated to the study and protection of binturongs only. In 2020, La Passerelle Conservation supported two of their projects. The first is the Bearcat Study Program, which focuses on improving knowledge about this species.

The association wants to know more about the size of the territory and binturongs social and food behaviour. The second project is the renovation of the Palawan Wildlife Care Center.

Due to the closure of the zoos that normally host the association, in May, for the organisation of World Binturong Day, ABConservation organised an online raffle that La Passerelle Conservation relayed on its social networks.

This year, the association planned to focus on educational projects, especially

for environmental education teachers. However, lockdown and curfew have been very severe in the Philippines. 2020 was devoted to a constant search for alternative plans and the association was able to rebound: 2 local people (Jib and Princess) were recruited and trained all summer thanks to online platforms on data collection and the study of camera traps. Jib has worked on the construction of a binturong trap in the wild, in collaboration with local government guides. The scientific study continued on the field with the installation of camera traps in Katala, radio tracking and observation of animal behaviours.

The renovation project of the Palawan Wildlife Care Center will start again next year to renovate existing structures and create new enclosures. A volunteer and training project will also be set up.

Next year, the program wants to adapt everything it has already implemented in Palawan to other regions in Southeast Asia.

ABConservation is looking for new partnerships with zoos or research stations

to launch the first study on binturong feeding's habits in the wild. The association also wants to list binturong as an endangered species on the IUCN Red List (vulnerable for now) and apply the same protection measures in all countries where binturongs live.

La Passerelle Conservation has allocated the sum of **6,000.00 euros** for this conservation program in 2020.



## ANTONGIL CONSERVATION

OBJECTIVE 6,000.00€



Since 1999, the NGO **Antongil Conservation** has been working to protect forests and biodiversity in Madagascar.

The program works on sustainably managing the Farankaraina forest, raising awareness on the importance of nature and, implementing local development actions to improve living conditions for local communities. Antongil Conservation launches the Protection of the Farankaraina Rainforest in Madagascar program aimed at protecting, managing and reforestation of the Farankaraina forest area in Madagascar (1660 ha) in the Maroantsetra region (north-east), Antongil Bay.

Following are the actions made by the association:

- > Management of the Farankaraina forest (maintenance of areas, monitoring of flora and fauna, collaboration with the management committees of the riverside villages);
- > Help finance the equipment

used and the remuneration of the teams that patrol and watch over the Forest of Farankaraina;

- > Partnerships with primate research and research groups;
- > Translocation of varis to the Farankaraina Protected Area;
- > Creating and carrying out activities aimed at raising awareness among local communities and tourists about the protection of the Malagasy ecosystem: annual organisation of the Festival of the Lemurs, workshops to raise awareness among villages, the decision of quotas of trees to be cut in the areas of right to use the forest of Farankaraina, management of ecolodges, the creation of nurseries for production of rents;

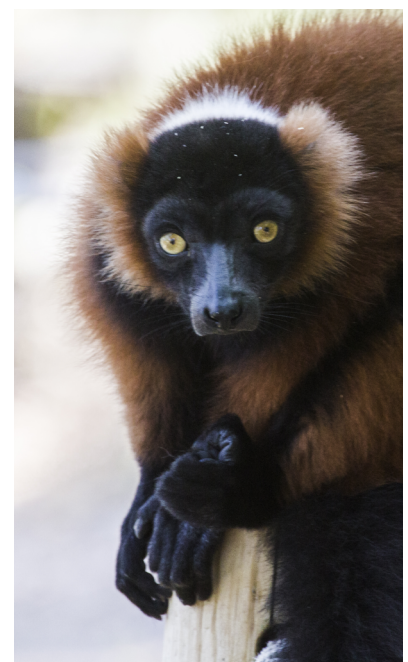
- > Management of the ecotourism business and the development of economic alternatives;

In 2018, Antongil Conservation was able to reintroduce two red-ruffed lemur into the Farankaraina forest, which had disappeared from the area, and three more in 2019. They now benefit from constant monitoring and should be joined by other individuals in the coming years.

Villages around the forest

are real stakeholders in the management of this space, the inhabitants participate in daily reflections and decisions. Antongil Conservation also participates in local development, helping to develop economic alternatives: from ecotourism and raising awareness among villages and schools about a better way of life.

With the support of **6,000.00 euros**, the NGO can finance the salaries of employees, the purchase of equipment necessary to protect and monitor the forest and cover its costs related to the environmental education of Malagasy people.







## PROJET CAPARO

OBJECTIVE 3,000.00€



Brown spider monkey (*Ateles hybridus*) is now critically endangered, threatened by deforestation. **Spider Monkey Conservation Project (SMCP)** is dedicated to the conservation of brown spider monkey in particular, through the program launched in 1961 and called brown spider monkey conservation project in the Caparo Forest Reserve or Caparo Project. This consists of the study of the species in the long term and the integration of local farmers in the reflection on the management of the Caparo forest in Venezuela.

SMCP's main missions are to conduct scientific research to learn about the different aspects of the species' ecology, its threats, the state of its habitat and the effects of environmental fragmentation on the local population to implement conservation actions. It also trains and integrates young researchers as well as people from local communities on the themes of ecology, environmental

education and forest conservation and biodiversity.

Recently, 15 dry sediment-covered lagoons have been discovered. SMCP 2020's goal was to rehabilitate them for the welfare of the animals inhabiting the area. It has also helped crews fight frequent fires in the area.

However, the program encountered major difficulties during 2020 due to the invasion of premises in the Caparo forest, the occupation of private farms and forests throughout the western plains region of Venezuela, Venezuela to destroy or resell these lands.

The University of Los Andes

abandoned the 40-year-old experimental station, which was a major forest research center in the area.

SMCP is currently asking the government to recreate a biological station for greater forest management and its research activities.

In 2020, La Passerelle Conservation gives **3,000.00 euros** for the protection of brown spider monkey, the financing of 4 rangers' salaries who monitor the reserve daily, equipped with cameras, GPS and maps.





WILDCATS CONSERVATION  
ALLIANCE

OBJECTIVE 3,000.00€

## WILDCATS CONSERVATION ALLIANCE

Through **WildCats Conservation Alliance**, La Passerelle Conservation supports its Phoenix Fund called Ensuring the Future of Amur leopard and Amur tiger population in Russia. It is a 3-year project that will allow the survival of these felines in the long term.

Threatened by poaching and forest fires engulfing their territory, these species are protected in 5 areas of Russia, considered as key sites for these two species:

- > The Land of the Leopard National Park;
- > Ussuriysky Nature Reserve;
- > Lazovsky Nature Reserve and Zov Tigra National Park;
- > Sikhote-Alin National Reserve;
- > Protected area of the Primorié Kraï;

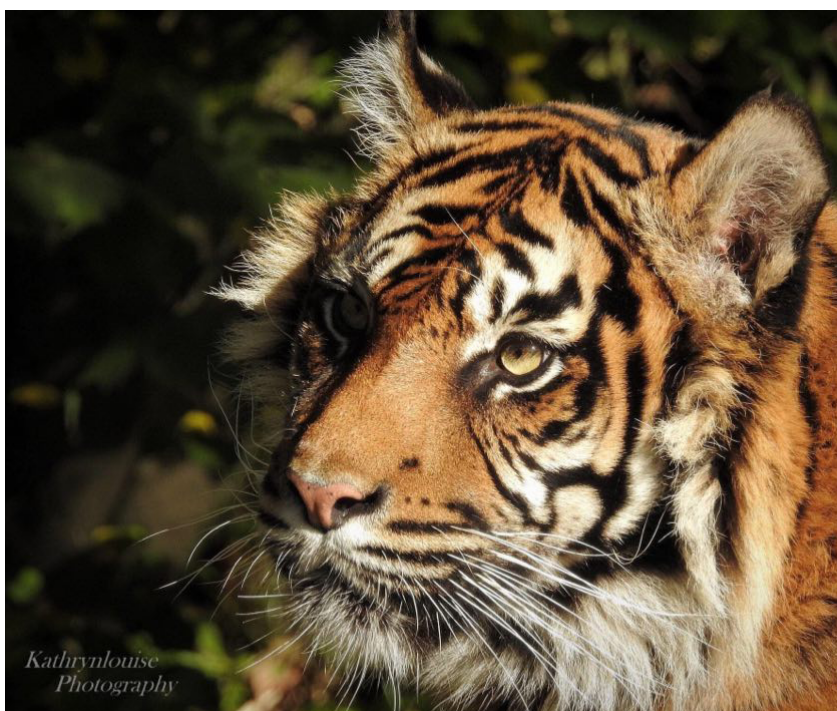
The protection of these areas is vital for the conservation of Amur leopard and Amur tiger in Asia. Phoenix Fund's goal is to stabilize their population

by improving compliance with the law and strengthening anti-poaching efforts, as well as combating the destruction of natural habitats and the depletion of wild prey. Two forest firefighting teams have been created and formed among local communities through the use of SMART (Spatial Monitoring and Reporting Tool).

Phoenix Fund has also a strong role in environmental education for the children it meets regularly. The team conducts education and awareness activities to increase knowledge about environmental, forest and wildlife conservation.

It has created a network of professional educators who provide lessons focused on protecting tiger and leopard and their habitat. This awareness includes lectures, video broadcasting on animals, organisation of competitions (best tiger drawings for a calendar), games, quizzes and exhibitions...

La Passerelle Conservation has donated **3,000.00 euros** to this conservation program in 2020 to finance equipment, fuel and spare parts for vehicles used in the association's anti-poaching missions in Asia.



Kathryn Louise  
Photography



# KULANSTEPPE

OBJECTIVE 3,000.00€



**Kulansteppe** association protects kulan in Kazakhstan, in the Torgai steppe, where kulan had been extinct for 100 years.

Only 3% of the original population would remain, in part because of habitat transformation and excessive hunting.

Its program aims to increase the population of kulan in Central Asia by reintroducing, and more generally, to contribute to the conservation and restoration of wildlife in the steppes of central Kazakhstan.

The program's objectives are the following:

- Double the population of kulans in Central Asia;
  - Provide a catalyst for kulan conservation efforts in the region;
  - Contribute to the conservation and restoration of the steppe wildlife of central Kazakhstan, which also includes Przewalski's horses and saiga antelopes;
- In 2017, the association

reintroduced 9 individuals to restore the natural ecosystem of the steppe and increase the population of kulan in Central Asia. These individuals were joined by a new couple in 2020, followed by GPS collars and patrols, which allowed them to collect scientific and biological data on the species and to better protect it. Individuals come from a large population in Altyn Emel National Park to be reintroduced into the 60,000 km<sup>2</sup> of the Torgai Steppe, a strategic area located in a network of protected areas, ecological corridors and hunting areas managed by a partner organisation in Kazakhstan.

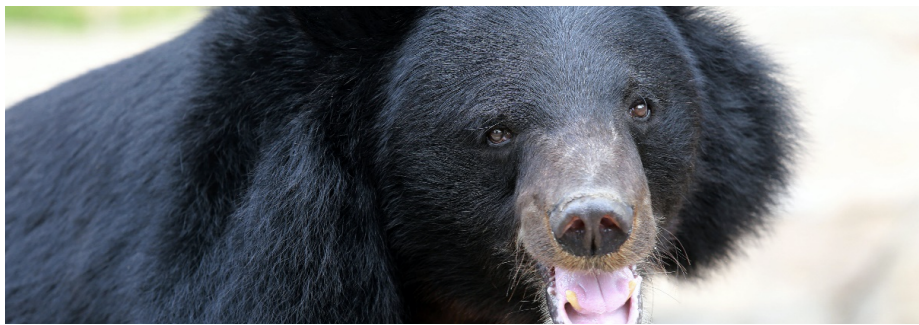
In 2020, because of the



pandemic, the association had to change its plans. Planning for new kulan capture and transport, activities had to be postponed due to uncertainty in the health situation and travel restrictions. Nevertheless, the team managed to travel to Kazakhstan to oversee some of its actions. The custodians of the reintroduction site in the Torgai steppe are currently monitoring 2 kulans in the adaptation enclosure and have documented their mating in June. Another focus was on developing a protocol for estimating the population size of kulan and gazelles in Altyn Emel National Part and Barsa Kelmes State Nature Reserve.

La Passerelle Conservation supports Kulansteppe's actions with the amount of **3,000.00 euros** to help the monitor, finance camera traps and cover field team's travel expenses.





# FREE THE BEARS

OBJECTIVE 3,000.00€



Asian black bears are threatened by habitat loss due to deforestation. It is also hunted for its paws, which are a popular dish in Asia or for its bile, used in traditional Chinese medicine. In Asia, bear bile is known for its medicinal properties, and is mined in factories where bears are confined and subjected to bile extraction two to three times a day. It has been scientifically proven that ursodeoxycholic acid, present in bear bile, has healing properties of liver disease. However, this molecule is now chemically synthesized.

Nevertheless, in Asia, many doctors and patients believe that this synthesized form is less effective than wild bear bile.

**Free The Bears** acts to protect Asian black bears in their natural environment, and also conducts rescue actions for illegally held bears. Then, these rescued bears are then taken to sanctuaries where they will be taken care of. A major awareness campaign was conducted by the association to counter these misconceptions about the virtues of bear bile. In each sanctuary, there is an educational room with educational signs and libraries.

Free The Bears operates various health centers in Cambodia, Lao, Vietnam

and India. The association recovers individuals from this type of illegal trafficking and takes care of them.

La Passerelle Conservation and Parc Animalier d'Auvergne have been supporting this NGO for several years now and have committed to funding the Cat Tien Educational Center in Vietnam where tourists and schools will be welcomed and made aware of the situation of bears.

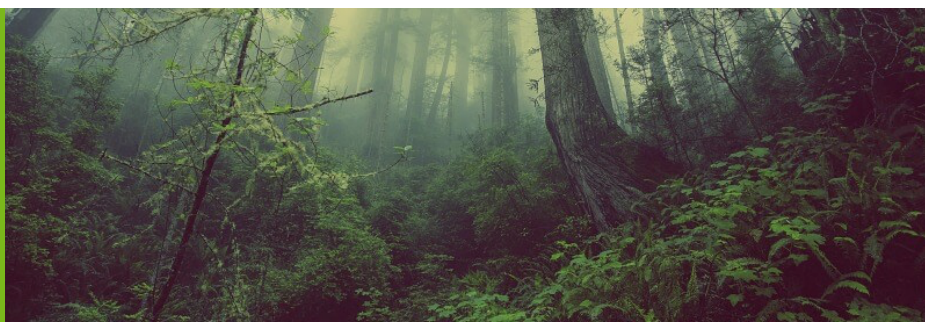
Since 2017, we had given Free The Bears **11,000.00 euros** including 3,000.00 euros in 2020. We will support the program for another year to complete the construction of the sanctuary.





# BIODIV'EDUC

OBJECTIVE 6,000.00€

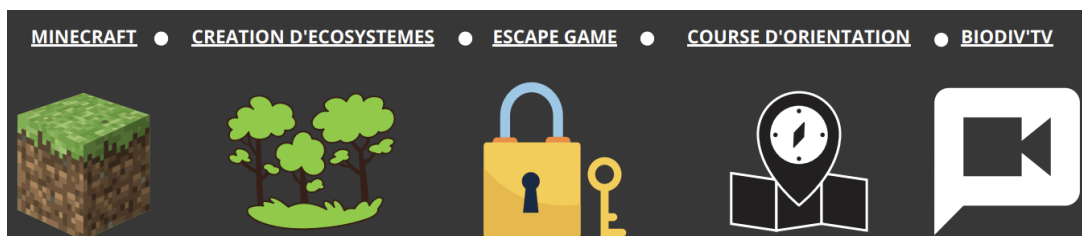


**Biodiv'Educ** was launched at the end of 2019 by La Passerelle Conservation, deployed in April 2020 and funded by the European Regional Development Fund (ERDF). It aims to raise awareness among young people about the protection of biodiversity through computer tools and video games at schools, colleges

and leisure centers. Activities are committed to reconciling nature and technologies known and mastered by the new generations (Escape Game, Minecraft, Youtube). Biodiv'Educ also allows to discover natural biodiversity and in particular the ecosystem of ancient forests in Auvergne in a playful way. The funds raised for this association help finance animations construction and the two employees who carry out this project full time. Together, they have



developed 5 workshops on the theme of the forest and adapted to school programs from primary to high school and leisure centers through extracurricular activities.



Due to the health context of the year, **Biodiv'Educ** was slowed down when it was launched in March and was able to start again in September. Adaptations of all animations were made to be compatible with the health protocol of the National Education, and then reassessed according to the evolution of the situation.

However, the second quarantine had an impact on the ability of schools to host animators or to

hold workshops with their classrooms.

Nevertheless, 29 activities were carried out over the year, and nearly 500 students had been sensibilised. The workshops most requested by schools are the Escape Game on the ancient forest

**Nina Pratlong**   **Cécile Saba**



and Let the mad scientist be! 2020 was also an opportunity to develop a new workshop that will be tested and suggested next year. 2021 is a promising year for Biodiv'Educ, which is already recording bookings for the beginning of 2021.

La Passerelle Conservation supports its project with the amount of **6,000.00 euros**.





## WILDLIFE CARE CENTRE PANSE-BÊTES



**Panse-Bêtes** is the only conservation center for mammals, amphibians and wild reptiles located in Auvergne (63). With volunteers and licensed keepers only, the team takes care of injured wild animals (collisions, predations) before releasing them into the wild. The center welcomes a wide variety of species such as red squirrel, bat, European hedgehog, red fox, forest cat, European beaver, wild rabbit, weasel, ermine, ferret, snug,

pine marten, Eurasia badger, European otter and European pond turtle.

La Passerelle Conservation with Parc Animalier d'Auvergne are committed to save endangered species around the world and protect biodiversity in the local territory. Thanks to the Euro Nature raised in 2019, we decided to help an additional program to those initially supported.

We donated **3,000.00 euros** to this association at the beginning and then at the end of the year: a real opportunity for this center whose financial and human resources depend

very much on the involvement of volunteers and donations from individuals.

We carried out a project to mediate wildlife and raise public awareness on the topic of harmful animals with Mr. Laurent LONGCHAMBON, director of the center and the photographer Mr. Vincent RILLARDON.

Panse-Bêtes came to the Parc Animalier d'Auvergne to host a stand during Threatened Species Days in August. The conservation center had planned several workshops around wildlife to raise awareness among visitors.



## CONSERVATION DURING GLOBAL HEALTH CRISIS TIME

To anticipate a case in which La Passerelle Conservation would not achieve its conservation objectives, partnership agreements with each program were updated with a covid-19 mention, guaranteeing them a minimum payment based on the results obtained.

Finally, we reached the initial target of 120,000.00 euros and the associations received all the sums requested to finance their projects at the end of the year.

Due to the current environmental crisis, we have been attentive with some associations whose actions on the ground have been particularly affected by the pandemic (repatriated

volunteers, closures of borders and tourist structures, more deliveries of materials or purchases of supplies, fewer donations collected) or by extreme weather events. Without waiting for the end of the Euro Nature collect, and in collaboration with the BioParc de Doué La Fontaine, we have donated 3,000.00 euros to SMCP (Caparo Project) for the protection of brown spider monkeys. We did the same with a donation of 3,000.00 euros to ICAS (Giant Armadillo Project - Tatu Canastra) for the protection of giant armadillos and 3,000.00 euros to IPÊ (Instituto de Pesquisas Ecológicas) for the conservation of land tapirs in Brazil.

## IV. PARTNERSHIPS

### a) Zoos



**Exotic Park**, directed by Mr. Guillaume DARZACQ and Ms Maryline PERRET, signed a partnership with La Passerelle Conservation in August 2019 and has implemented Euro Nature since its opening in September.

The animals presented in this park are mostly birds, reptiles and invertebrates which are not common in zoos. These species are essential for the ecosystem and must be protected. The zoo's distinctive characteristic is its insect collection, especially its huge anthill crossing the vivarium.

Exotic Park collaborated with La Passerelle Conservation during the following events: Endangered Species Days (August), red pandas' raffle (September) and Snow Leopard Challenge (October).

The involvement of Exotic Park's team allowed to collect more funds and to increase the renown of La Passerelle Conservation in the South of France where the Park is located. This first partnership experience was a success, especially during the events and regarding the sum collected by Euro Nature. This is very promising and encourages us to establish more partnerships with other zoological gardens in France.

In 2020, Exotic Park supported 3 conservation programs including 2 with Parc Animalier d'Auvergne:

#### > CSFI

to protect the Yellow-parrot amazon, the green iguana and the Atta ant in Belize;

#### > Red Panda Network

for the Himalayan pheasant conservation in Nepal;

#### > SOPTOM

to preserve the African spurred tortoise with SOS Sulcata Program.





In total, Exotic Park collected 22,575.00 euros:

- > Euro Nature : 22,200.00 euros;
- > Events: 300.00 euros during the endangered species days;
- > Sponsorship of animals: 75.00 euros with 25.00 euros for the blue and yellow parrot and 50.00 euros for turtle.

Despite the health context, Exotic Park obtained frequentation record results. Therefore, the zoo already plans to increase its objective for conservation and to support new programs next year.



📍 Folembay, 02

Mr. Laury VENANT reached us out mid-July to collect funds for La Passerelle Conservation. He is the director of Jardin Exotique in Folembay, a center for primates, especially those from illegal seizures. Together we decided to collaborate during Endangered Species Days in August the 15th and the 16th. During the event, Jardin Exotique established the Euro Nature in its park and organized activities, collecting in total **1,066.20 euros** to protect endangered species. Jardin Exotique took part in the red pandas' raffle in September by adding prizes (activities with zookeepers).



📍 Albi, 81

Mr. Cédric BEIGNET opened Espace Zoologique Exoticamis in August 2016 and signed a partnership agreement with La Passerelle Conservation in 2020. This park is located in Terre-de-Bancalier near Albi (81) and includes an interior vivarium and an exterior park. There are 40 species, all from abandonments, animal's illegal seizures or exchanges with other zoos. La Passerelle Conservation and Exoticamis worked together during the raffle Australia Solidarity in January and in August for Endangered Species Days. During this event, the park collected **217.59 euros** to protect species.



## b) Collaborations with other structures

La Passerelle Conservation also collaborated with other structures during charity events such as:



### > French National Rugby League (LNR)

Beginning of September 2019, due to climate change, Australia experienced

unprecedented months of incendiary episodes, devastating a huge part of its territory, its atypical fauna and flora. More than a billion animals have disappeared and more than 10 million hectares have burned, three times more than the fires that ravaged the Amazon in the summer of 2019. While the fires stopped, it was still vital for the surviving animals to receive food and be treated quickly.

Wishing to join the global solidarity movement organized to help Australian people and wildlife, La Passerelle Conservation, particularly supported by its president Mr. Julien PIERRE, has partnered with the French National Rugby League on the occasion of the In Extensio Supersevens Rugby day which took place on February 1st. La Passerelle Conservation and French National Rugby League Fund decided to give 100.00 euros per try scored during this championship to Australian associations.

In addition, La Passerelle Conservation held an Australia Solidarity stand in Paris La Défense Arena where people could participate in a raffle to win prizes (stuffed animals, balloons, tickets to the Top14 final) offered by The French National Rugby League and zoological gardens partners of La Passerelle Conservation (Parc Animalier d'Auvergne, Exotic Park and Exoticamis). The raffle was also held online allowing everyone to donate and raise more funds for the protection of Australia's iconic wildlife.

Thanks to the efforts of all the structures, no less than 7,387.00 euros have been collected and donated in full to Australian associations.



### > Gifts for Change

To encourage the sponsorship of Dondon and Tsavo, the lions of Parc Animalier d'Auvergne, La Passerelle Conservation has suggested a special offer to visitors on the occasion of Global Lion Day on August the 10th. On this day, sponsors received the counterparties of a 'golden protector' (90.00 euros) at the price of a 'silver protector' (50.00 euros) as well as a bracelet *Bêtes à porter* in the effigy of Simba, the main character of the famous cartoon. This bracelet has been created on the occasion of the Lion King movie in virtual reality in 2019 and some of the funds raised from the sale of the bracelet were donated to the association Panthera who works for the protection of felines in Africa. Gifts for Change gave us 5 Simba bracelets.



### > CPPR - Connaître et Protéger le Panda Roux

We contacted the red panda protection association Knowing and Protecting the Red Panda Association (CPPR) on the occasion of the International Red Panda Day on September the 19th. CPPR provided prizes for the charity raffle organized with Parc Animalier d'Auvergne, Exotic Park and Jardin Exotique de Folembay (the association gave: puppets, figurines and magnets).



### > ASM SOS

ASM Clermont Auvergne is a French rugby union club founded in 1911 and based in Clermont-Ferrand (Auvergne, 63). The team plays in the Top 14 and often competes in the European Cup. The club is currently chaired by Mr. Jean-Michel GUILLON. He supported the actions of La Passerelle Conservation by providing financial assistance for the launch of Biodiv'Educ with of 2,000.00 euros in December 2018.

## V. COMMUNICATION REVIEW

### a) Events



#### AUVERGNATE BIODIVERSITY DAY - APRIL 26

Auvergnate Biodiversity Day aims to introduce protection and preservation of local nature associations to visitors. Due to the pandemic and the announcement of a strict quarantine from March 15 to May 11, this event was canceled. It will probably be merged in the future with the event Endangered Species Days to benefit the invited associations from a high attendance in August and more certain weather.



#### HAPPY BEARS DAY! - MAY 10

Happy Bears Day is the first international day of the year in honor of a species organized with the Parc Animalier d'Auvergne. It is entirely dedicated to raising public awareness about the situation of bears around the world. The aim is to present the association Free The Bears supported by La Passerelle Conservation for several years, for the protection of Asian black bears and the fight against the exploitation of bear bile. Thanks to this day, visitors discover the 8 different species of bears and become

aware of the many threats to each of them and what they can do about it.

This day was scheduled the day before the end of the first quarantine in France. Thus, it was replaced by an online version, which allowed to offer activities and visibility for Free The Bears (sending a newsletter, publications of several posts on social networks containing ideas of Do It Yourself activities, movies suggestions, recipes, drawings competition on the theme of ice melting and prizes to win). We organized this day in collaboration with Les Ruchers du Basset who offered honey products.





## INTERNATIONAL GIRAFFE DAY - JUNE 21

International Giraffe Day raises awareness of the protection of giraffes around the world, including the severely endangered Rothschild giraffe. It also presents the conservation of Rothschild giraffes by Giraffe Conservation Foundation in Uganda. Despite Father's Day and Music Festival Sunday, visitors were numerous at Parc Animalier d'Auvergne. We received more than 65 tickets in response to a quiz about the size of Johari, the highest giraffe (male) of Parc Animalier d'Auvergne (2 visitors found the right answer). We also proposed a general quiz on giraffes. Among the 22 participants, the winner of the privilege meeting was able to conclude her visit with a private feeding of the giraffes with her 2 children. The children also had activities such as drawings and games at the stand. We also send a newsletter about giraffes and the program.



## HEADS IN THE STARS - JULY 17 AND 18

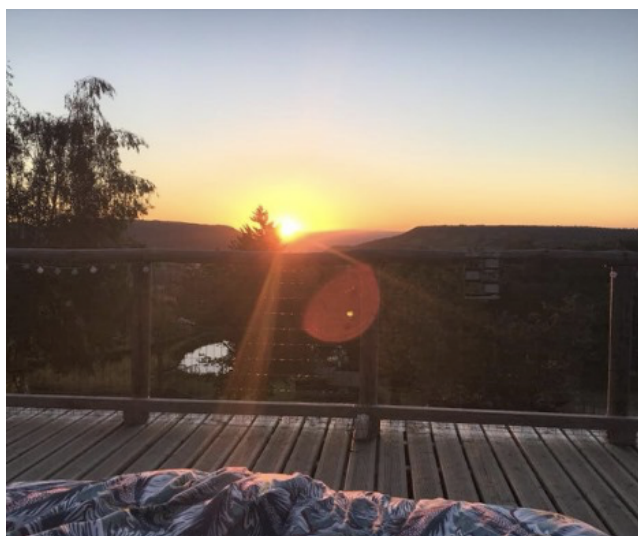
In July, Parc Animalier d'Auvergne and La Passerelle Conservation organized the event Head in the Stars. For this event, comfortable rooms have been installed in Parc Animalier d'Auvergne so that participants (couple, family or alone) could have an unforgettable night in front of their favorite animals (depending on the facilities of the enclosures). Surrounded by snow leopard and lions' roars and wolves' howls, visitors enjoyed their magical evening under the stars. 2 charity raffles had been organized to win a night in front of tiger Noéa and Saphyr, and more than 250 people took a ticket. The rooms were sold with a donation of 500.00 euros eligible for a tax reduction (i.e. 167.00 euros after deduction). A total of 6,375.00 euros were collected.

The first raffle was held from June 8 to 15 to win the tiger' room. It counted 585 registered and 3,600.00 euros. A second raffle was launched from July 6 to 13 with 51 participants and 275.00 euros collected to win this room particularly well decorated by Kare Design. The remaining rooms have been sold for a total of 2,500.00 euros.





This event, both fun and unusual, particularly pleased visitors whose feedback was unanimously positive. Some participants even planned to book a room for the new edition in 2021 to live once again this unforgettable experience. The new edition of Head in the Stars is being prepared with new rooms and additional dates.



## GLOBAL TIGER DAY - JULY 29

Global Tiger Day aims to raise awareness of the protection of Amur leopard and Amur tiger in the Russian Far East and to highlight the actions of the WildCats Conservation Alliance for the protection of these felines. During this day, La Passerelle Conservation has set up a stand near the enclosure of Noëa and Saphyr, two tigers living in Parc Animalier d'Auvergne. We had over 51 completed questionnaires (to try to win a stuffed animal) and 27 winners at a feline fingerprint recognition game. We also offered drawings on the stand and a donation urn was available. It was also on this occasion that we launched the special offer for animal sponsorships. A newsletter has been sent about tiger and this program WildCats Conservation Alliance.



## GLOBAL LION DAY - AUGUST 10

This day was the perfect occasion to present Dondon and Tsavo, two lions living in Parc Animalier d'Auvergne and the threats the felines faced in the wild. To do this, we presented Big Life Foundation actions, which La Passerelle Conservation supports, to fund rangers in Africa and protect African wildlife.

We organized a quiz with a stuffed animal as a prize. We also offered drawings and a game with famous lion's cartoon characters that are appreciated by children. Exceptionally for this day, we collaborated with the organisation Gifts for Change who sent us bracelets of Simba. The bracelets were part of sponsorships special offer that we reiterated this day for lions. We also had prepared facebook posts as well as a newsletter on the African lion and Big Life Foundation.



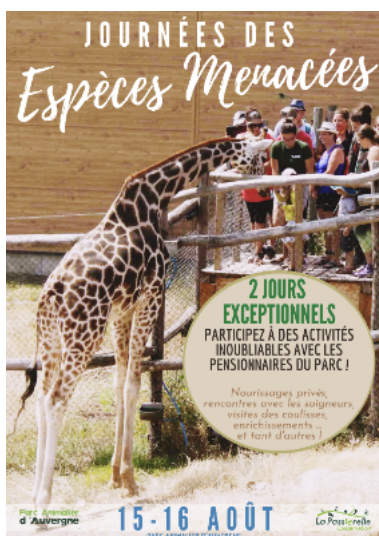
## ENDANGERED SPECIES DAYS - AUGUST 15 AND 16

During Endangered Species Days in August, La Passerelle Conservation invited visitors to participate in exceptional activities at Parc Animalier d'Auvergne (more than 200 activities in total over the two days): discovery of the park's backstage, entrances in animal buildings or enclosures, VIP feedings and visits of the kitchen and veterinary clinic. Panse-Bêtes held a stand on both days and benefited from the high attendance over the summer weekend to offer wildlife animations to the parks' visitors.

Other zoos (Exotic Park, Exoticamis and Jardin Exotique of Folembay) joined us, allowing the creation of a national event and multiplying communication channels. They offered various activities such as make-up stands for young audiences, games/animations and raffles with prizes to win (zookeeper experiences, free entrances, stuffed animals, goodies) and some of them set up the Euro Nature in their park during the event.

Activities were sold online, before the event in July and all remaining activities were then offered for sale directly in Parc Animalier d'Auvergne at the reception. Some volunteers helped us to ensure the quality of the event and Parc Animalier d'Auvergne and La Passerelle Conservation teams worked together during the 2 days.

The special sponsorship offered for all park species generated 5 additional sponsorships. Adding up the results obtained by each park, a total of 6,400.00 euros was collected for the protection of endangered animals. The feedback from visitors has been very positive and we have already planned to repeat the Endangered Species Days over the weekend of August 14 and 15, 2021. The zoos that participated in these days with us are interested in joining us again next year.



## INTERNATIONAL RED PANDA DAY - SEPTEMBER 19

In honor of Shifumi, the red panda born in June 2019, Parc Animalier d'Auvergne wanted to organize the very first French championship of Shifumi on September 19th. Due to the national situation, the decision to cancel

this event was taken in early September. It was replaced by a great online raffle for a week by offering more than 100 prizes originally planned for the championship. Exotic Park and Jardin Exotique collaborated with us for this event by adding lots for their parks (zookeeper activities).

Several media relayed the raffle such as Le Monde des Animaux (subscriptions to be won among the prizes) as well as several radio stations. France 3 Auvergne also came to report on the red pandas and especially the newborn Hima and Laya. It was the first appearance of La Passerelle Conservation on French TV.

We held a stand in front of the Red Panda enclosure at Parc Animalier d'Auvergne to sell raffle tickets to visitors directly on site. We have also provided

a quiz to win private feeding with red pandas, drawings and information about the actions of Red Panda Network. We reiterated the sponsorship specific offer for the young red pandas Hima and Laya (by offering 2 stuffed animals for the price of a silver protector, representing the twins).



Thanks to the visibility offered by the press (France Bleu, France 3 Auvergne, Zoo Actu) and the communication of each park, we raised the sum of 2,549.00 euros for Red Panda Network. We warmly thank the partners for making available lots such as an autogire flight (Auvergne Giro Passion), a paragliding flight (Absolute Parapente), a voucher for a tattoo (Squirrel Tattoo Shop), a night at the Origins Hotel by Adrien Descouls (star chef and former Top Chef attendant) and subscriptions to Le Monde des Animaux press.



## 2019 GENERAL ASSEMBLY AND 2020 PROJECTS - OCTOBER 6

General Assembly of La Passerelle Conservation took place on October 6 in Ardes (Auvergne, 63). La Passerelle Conservation boards of directors' members, Biodiv'Educ and Parc Animalier d'Auvergne teams were attending the meeting. We also welcomed the leaders of two zoos: Jardin Exotique of Folembay and Zoo d'Upie as well as 3 animal sponsors. The meeting's purpose was to review the conservation actions taken in 2019 and to present the upcoming projects of La Passerelle Conservation.

General Assembly provided a detailed overview of La Passerelle Conservation's activity. The presentation explained the source of the funds collected and looked back at the events held last year. Because the meeting was held in October, we also gave an overview of the first results obtained through sponsorships and events in 2020. Then the presentation was sent to every La Passerelle Conservation's members who were not able to attend the meeting.



## KIDS TRAIL - OCTOBER 9

In 2020, Kids Trail, a charity race organized by local schools, was to be on the theme of rare and unknown species. The funds raised were supposed to be donated to ABConservation association for the protection of binturongs in the Philippines. At the beginning of September, because of the health crisis in schools and restrictions, Mr. Robin CONTREPOIS from St Joseph Pont du Château College, UGSEL trainer in First Civic Relief (PSC) and co-organizer of this race, recommended its cancellation with the other participating schools. As an alternative to Kids Trail, we thought about an equivalent of educational activities per class at Parc Animalier d'Auvergne. This activity would consist of a visit of the park on the same theme originally planned. Teachers would have been able to choose a date in October. Funds raised would be donated to ABConservation. However, the project has never been held because the situation in schools did not improve.

## SNOW LEOPARD TRAIL / SNOW LEOPARD CHALLENGE - OCTOBER 10

The Snow Leopard Trail event is an annual race organized by La Passerelle Conservation and Parc Animalier d'Auvergne for Snow Leopard Trust association. However, due to its cancellation, we launched the Snow Leopard Challenge. The objective: 31 days to reach Mongolia and save Snow leopard, which was the equivalent of traveling 8,880 km from Ardes (where La Passerelle Conservation's office is based) to the Gobi Desert where the snow leopard lives.

The principle: 1 ticket bought - 10 km traveled.

In total, it is no less than 1,350 km recorded, a great collective achievement. Several challenges

filled the race throughout the month (tracing an animal shape during the race, taking an original selfie, jumping at the skipping rope for the children...) and many awards were won.

This event generated significant media coverage (France 3 Auvergne, Raphael Poulain for Eurosport, La République des Pyrénées, Zoonaute, Radioscoop...). We take this opportunity to thank: Exotic Park and Jardin Exotique of Folembay for their participation, the Agglo Pays d'Issoire (API) for sharing the event, the Magym Form gym, Cavagna furniture, Bodywild Sportwear and Takamaka Clermont Auvergne for prizes to be won by participants. Funds raised (805.00 euros) from the online ticket sales were dedicated to Snow Leopard Trust for the protection of snow leopards in Mongolia.



## DAY OF THE PANTHER OF SNOW - OCTOBER 23 AND 24

Global Snow Leopard Day is the last international species day and closes our events calendar. It aims to promote this emblematic

Mongolian feline whose eating habits, the use of its natural habitat and movements are still unknown. Inspired by the Snow Leopard Challenge, we organized a game in Parc Animalier d'Auvergne. We placed 6 tags along the visitor's path, allowing them to win a VIP meeting with Gabriel and Taja, snow leopards living in Parc Animalier d'Auvergne.

This scavenger hunt was part of a booklet distributed at the reception also containing a quiz to win a stuffed animal, information on La Passerelle Conservation, Snow Leopard

Trust, Snow Leopard Challenge and a drawing. Booklets were offered for sale at 2 euros. The scavenger hunt was a chance to win the remaining prizes in the charity raffle for red pandas and vouchers for the MagymForm gym.

Global Snow Leopard Day has been extended thanks to good weather and high attendance on Saturday, October 24. In total, we raised the sum of 113.00 euros thanks to booklet sales and donations from the participants.





## - SPONSOR'S NIGHT

La Passerelle Conservation sponsors' evening is usually held at the end of the year, in December.

It allows thanking the sponsors for their donations, to present the actions carried out by La Passerelle Conservation and results obtained. Some sponsors also have the opportunity to lay their own plaques in front species protected enclosures. It was canceled for 2020 due to sanitary conditions.

## b) Communication in zoos

### - Poster campaign

La Passerelle Conservation has reprinted its large calendar of events located on a sign in front of the South American enclosure of Parc Animalier d'Auvergne. For the first time, we used QR scanner codes so that visitors could access the online ticketing during their visit.



### - Brochures

All Euro Nature brochures have been distributed by Parc Animalier d'Auvergne team. In August, La Passerelle Conservation ordered a new package at the Decombat printing firm. Exotic Park also distributed brochures about conservation programs and Euro Nature.

## c) Media and social networks

### - Website

La Passerelle Conservation wrote 16 articles between January and December, as follows:

January	February	March	April	May	June
2: Partnership with Exoticamis and Australia solidarity raffle	2: 2019 Euro Nature review and events calendar	1: Julien Pierre in the newspaper Midi Olympique	3: SloClo and Tatu-Canastra conservation programs and service civic and intern recruitment	1 : Luis Sepulveda	-
July	August	September	October	November	December
1: Endangered Species Days	1: Raffle charity for red pandas	1: Recruitment Service Civic	2 : Snow Leopard Challenge	2: Sponsorship for Christmas and Fair Play for Planet launch	-

### - Newsletter

In 2020, La Passerelle Conservation sent 23 newsletters (including 1 for each international day and event) and about 80 electronic birthday cards for sponsors of the gold category. The opening rate remained broadly the same as in previous years (about 50%) with a peak between July and September. In January, the newsletter was sent to 272 contacts compared to 392 in December, which means more than 100 additional contacts.

The opening rate remains average overall, this can be explained by the fact that the first email tends to arrive in spam, as well as the following unless the receiver opens it.

### - Facebook

The Facebook page now has **2,313 likes** compared to 1,926 at the beginning of March. The graph shows a marked change in Facebook users' interest in La Passerelle Conservation page. We posted about 135 publications in 2020.







#### - Instagram

La Passerelle Conservation launched its Instagram page in October for the Snow Leopard Challenge to reference the sports performances and selfies of participants on a permanent story.

It has 182 subscribers for 84 subscriptions and 13 publications at this time.

#### - Radio

Several radio stations have relayed the news of La Passerelle Conservation, especially the main events in collaboration with Parc Animalier d'Auvergne such as The Head in the Stars (July), the red pandas raffle (September) and the Snow Leopard Challenge (October). Among them: France Bleu, Radio Totem, Radio Scoop and Virgin Radio, having even put in play prizes for the charity raffle.

#### - Presse

La Passerelle Conservation has been mentioned in several articles and by various newspapers:

##### > La Montagne (Antoine Allart, 1/02/2020)

Solidarité: La Passerelle Conservation de Julien Pierre et la Ligue Nationale de Rugby s'engagent en faveur de l'Australie

Link toward the article: [https://www.lamontagne.fr/ardes-63420/loisirs/la-passerelle-conservation-de-julien-pierre-et-la-ligue-nationale-de-rugby-s-engagent-en-faveur-de-l-australie\\_13734585/](https://www.lamontagne.fr/ardes-63420/loisirs/la-passerelle-conservation-de-julien-pierre-et-la-ligue-nationale-de-rugby-s-engagent-en-faveur-de-l-australie_13734585/)



**La Passerelle Conservation**

Publié par Charlotte RD [?] · 13 mars 2020 ·

🌿🐿️🐾 DÉCOUVREZ PANSE-BÊTES ! 🌿🐿️🐾

Dans le cadre de l'Euro Nature, La Passerelle Conservation est très fière de vous présenter son soutien à Panse-Bêtes, le centre de sauvegarde pour mammifères, amphibiens et reptiles sauvages en Auvergne. Cette aide d'une valeur de 3000 euros est destinée à aider aux frais pour le bon fonctionnement du centre (alimentation, matériel, produits et soins vétérinaires, etc).

Toute l'année, le soigneur et les bénévoles formés rigoureusement accueillent les animaux orphelins, blessés ou malades au centre de soins, le temps de leur convalescence, avant de les relâcher dans leur milieu naturel.



Vous trouvez un animal sauvage?

Découvrez que faire juste ici: <https://pansebetes.fr/jai-trouve-un-animal-sauvage/> avant de contacter le centre !

Rendez-vous sur la page facebook pour suivre les dernières actualités du centre et soutenir leurs actions: <https://www.facebook.com/PanseBetes/>



• Charity raffle for red pandas (september)

<b>France Bleu, Eric Le Bihan (21/09/2020)</b>	<b>France 3 Auvergne, J.Teiller avec D.Cros (23/09/2020)</b>	<b>Magazine Le Monde des Animaux (28/09/2020)</b>	<b>Zoo Actu (Jennifer Matas, 26/09/2020)</b>
Puy-de-Dôme : une tombola organisée par le parc animalier d'Auvergne pour protéger les pandas roux	<i>Puy-de-Dôme : une tombola pour protéger les pandas roux</i>	<i>Tombola caritative pour la protection des pandas roux au Népal</i>	<i>Le Parc Animalier d'Auvergne et La Passerelle Conservation</i>
<a href="https://www.francebleu.fr/infos/insolite/puy-de-dome-une-tombola-organisee-par-le-parc-animalier-d-auvergne-pour-protger-les-pandas-roux-1600707593">https://www.francebleu.fr/infos/insolite/puy-de-dome-une-tombola-organisee-par-le-parc-animalier-d-auvergne-pour-protger-les-pandas-roux-1600707593</a>	<a href="https://france3-regions.francetvinfo.fr/auvergne-rhone-alpes/puy-de-dome/puy-dome-tombola-protger-pandas-roux-1876558.html">https://france3-regions.francetvinfo.fr/auvergne-rhone-alpes/puy-de-dome/puy-dome-tombola-protger-pandas-roux-1876558.html</a>	<a href="https://www.lemondedesanimaux-magazine.fr/evenements/tombola-caritative-pour-la-protection-des-pandas-roux-au-nepal/">https://www.lemondedesanimaux-magazine.fr/evenements/tombola-caritative-pour-la-protection-des-pandas-roux-au-nepal/</a>	<a href="https://www.zooactu.com/parcs-animaux/parc-animalier-auvergne/">https://www.zooactu.com/parcs-animaux/parc-animalier-auvergne/</a>

• Snow Leopard Challenge (october)

<b>Eurosport, Poulain Raffûte (14/10/20)</b>	<b>La Rep des Pyrénées (6/10/20)</b>	<b>Radio Scoop (12/10/20)</b>	<b>Zoonaute (Yoan) (21/10/2020)</b>	<b>ZooetNature (Victor) (08/10/20)</b>
Interview de Julien Pierre « Le rugby ne va pas bien : rendons le plus citoyen et responsable »	<i>Lescar : Exotic Park participe à un défi pour sauver les panthères des neiges de Mongolie</i>	<i>Puy-de-dôme : Le Parc Animalier d'Auvergne lance le Snow Leopard Challenge</i>	<i>Le Parc Animalier d'Auvergne lance le Snow Leopard Challenge.</i>	<i>Le Parc Animalier d'Auvergne lance le Snow Leopard Challenge.</i>
<a href="https://www.larepublique-despyrenees.fr/2020/10/06/lescar-exotic-park-participe-a-un-defi-pour-sauver-la-panthere-des-neiges-de-mongolie,2743603.php">https://www.larepublique-despyrenees.fr/2020/10/06/lescar-exotic-park-participe-a-un-defi-pour-sauver-la-panthere-des-neiges-de-mongolie,2743603.php</a>	<a href="https://www.larepubliquedespyrenees.fr/2020/10/06/lescar-exotic-park-participe-a-un-defi-pour-sauver-la-panthere-des-neiges-de-mongolie,2743603.php">https://www.larepubliquedespyrenees.fr/2020/10/06/lescar-exotic-park-participe-a-un-defi-pour-sauver-la-panthere-des-neiges-de-mongolie,2743603.php</a>	<a href="https://radioscoop.com/infos/puy-de-dome-le-parc-animalier-d-auvergne-lance-le-snow-leopard-challenge_198515">https://radioscoop.com/infos/puy-de-dome-le-parc-animalier-d-auvergne-lance-le-snow-leopard-challenge_198515</a>	<a href="https://www.zoonaute.net/2017/10/04/auvergneshnowleopardtrail/">https://www.zoonaute.net/2017/10/04/auvergneshnowleopardtrail/</a>	<a href="https://natureetzoofr/le-parc-animalier-dauvergne-lance-le-snow-leopard-challenge/">https://natureetzoofr/le-parc-animalier-dauvergne-lance-le-snow-leopard-challenge/</a>



Exotic Park has been mentioned in the South local press, in the newspaper called La Rep des Pyrénées for the Snow Leopard Challenge and in the magazine Béarn Mag to present its animal collection. Visitors' opinions on this park are very positive thanks to the diversity and originality of the animals presented.



## VI. 2021 PLANNING AND PREPARATION

### a) Upcoming projects

#### - Introduction of Euro Nature in zoos

To raise more funds and broaden its scope of action for the protection of endangered species, La Passerelle Conservation wants to meet the small to medium-sized zoological parks of France and suggest them to introduce Euro Nature in their structures.

Partner zoos will be able to count on the expertise of La Passerelle Conservation to choose conservation programs adapted to their animal collection or climate emergencies. By collaborating with other zoos, La Passerelle Conservation will be able to increase its collection and support more conservation projects around the world.



#### - Colibri Project

In April, we had the idea of applying the concept of Euro Nature in zoos (taking one euro from tickets purchased by visitors) for companies.

Inspired by Pierre RABHI's famous fable, La Passerelle Conservation has developed a new project for structures wishing to act on their scale to protect biodiversity around the world. By joining this project, firms donate a percentage of their annual turnover (minimum 0.1%)

to support a conservation program of their choice.

They can count on the expertise of the endowment fund to assist them in the selection of biodiversity protection associations. Camping Village Le Pré Bas in Chambon-sur-Lac (Auvergne) is the first company to join this project as early as 2021 and we are in the process of defining the program it will support.



## - Donations and life insurance

### LE LEGS

Le legs est une décision testamentaire vous permettant de transmettre, au moment du décès, tout ou partie de vos biens à un ou plusieurs organismes ou personnes désignés.

Le testament peut être modifié à tout moment et vous pouvez dédier votre legs à une action spécifique que vous aurez choisie.

Transparence financière : nous réalisons chaque année un rapport d'activités certifié par un commissaire aux comptes, dont vous pouvez prendre connaissance sur notre site internet ou sur demande.

Le legs peut aussi bien concerner des biens **immobiliers** (appartement, terrain...) comme **mobiliers** (meubles, somme d'argent...).

**Il en existe 3 types**

- ↳ **le legs universel**  
transmission de l'ensemble de vos biens ;
- ↳ **le legs à titre universel**  
transmission d'une partie de votre patrimoine (« 50% de tous mes biens », « tous mes biens mobiliers... ») ;
- ↳ **le legs particulier**  
transmission d'un ou plusieurs biens précisément identifiés (une somme d'argent, un appartement...).

### L'ASSURANCE-VIE

L'assurance-vie est un placement qui vous permet d'épargner à votre rythme ou de fructifier un capital, tout en restant libre de disposer à tout moment des sommes placées. En choisissant La Passerelle Conservation comme bénéficiaire de votre assurance-vie, nous recevrons l'intégralité des sommes que vous avez placées sans payer de droits à l'État.

### LA DONATION

La donation permet de transmettre un bien mobilier ou immobilier de manière immédiate et irrévocable de votre vivant. Vous pouvez anticiper la transmission de votre patrimoine en participant dès à présent à nos actions.

### VOUS SOUHAITEZ AGIR AVEC NOUS ?

Dans tous les cas précédents, il convient de contacter votre notaire, mais vous pouvez dans un premier temps nous faire part de votre projet. Nous nous engageons à vous accompagner dans vos démarches et vous répondre en toute confidentialité, sans engagement.

Ensemble,  
Luttons pour la protection  
des espèces menacées !

!<

Legs, Donation, Assurance Vie

**La Passerelle  
Conservation**

Laissez votre empreinte  
sur la planète en faveur  
des générations futures

We will resume the distribution of brochures of donations and life insurance in the notary offices of the departments of Auvergne and the Pyrénées-Atlantique as soon as the health situation will allow us to do so.

## - Donations through credit card

With the concept of donations through TPEs (Electronic Payment Terminal), La Passerelle Conservation wants to suggest to various structures (restaurants, shops, etc.) to set up the donation system when their customers are paying by credit cards.

## - Human Resources

From 2021, 15% of the total collect of La Passerelle Conservation will be dedicated to finance the creation of the first full-time position to ensure the good management of the structure. One of the main tasks of the current employee will be to find solutions to increase fundraising activities to support more programs. We will also be recruiting 2 civic services beginning of February to help organize charity events, manage sponsorships and implement the endowment's many projects.

We will also recruit interns in zoos to raise awareness among visitors.

b) Expected budget

LA PASSERELLE CONSERVATION  
2020 Profit and loss account - 2021 Expected budget

EXPENSES				REVENUES			
		2020 Achievements	2021 Expectations			2020 Achievements	2021 Expectations
Conservation programs supported	Conservation programs	61 500,00 €	65 000,00 €	Memberships	Memberships	290,00 €	400,00 €
	subtotal	61 500,00 €	65 000,00 €		subtotal	290,00 €	400,00 €
Expenses (sponsorships, furnitures, communication)	prints, certificates, stuffed animals, plaques	2 003,14 €	3 000,00 €	Donations	Donations with memberships	340,00 €	600,00 €
	Communication (Zoos)	2 402,30 €	- €		Parc Animalier d'Auvergne	10 000,00 €	10 000,00 €
	Others expenses		400,00 €		Exotic Park (Euro Nature)	22 200,00 €	30 000,00 €
	subtotal	4 405,44 €	3 400,00 €		Monthly donations	944,00 €	1 000,00 €
					Others donations	3 281,23 €	3 500,00 €
					subtotal	36 765,23 €	45 100,00 €
Operating expenses	Kids Trail/Snow Leopard Trail	22,46 €	400,00 €	Sponsorships (animals)	Sponsorships	13 580,00 €	15 000,00 €
	Sponsor's Night	- €	- €		subtotal	13 580,00 €	15 000,00 €
	International Days	- €	200,00 €	Donations boxes	Donations boxes	2 815,76 €	3 000,00 €
	Others events et communication with partners	- €	300,00 €		subtotal	2 815,76 €	3 000,00 €
	subtotal	22,46 €	900,00 €	Events	Heads in the Stars	6 375,00 €	10 000,00 €
Operating expenses	Website	543,34 €	500,00 €		Endangered Species Days	6 394,41 €	6 500,00 €
	Bank charges	39,00 €	100,00 €		Kids Trail	- €	2 000,00 €
	Communication	- €	500,00 €		Snow Leopard Trail	192,00 €	1 000,00 €
	Memberships	10,00 €	- €		Snow Leopard Challenge	805,00 €	1 000,00 €
	Furnitures (office)	212,71 €	200,00 €		Sponsoring Trail	- €	2 000,00 €
	Office	- €	- €		Red pandas ruffle	2 564,00 €	3 500,00 €
	Others (insurance)	1 288,04 €	1 300,00 €		International Days	134,00 €	500,00 €
					Australia ruffle	615,00 €	- €
					French National Rugby League	6 560,00 €	- €
					Australia (donations)	212,00 €	- €
	subtotal	2 093,09 €	2 600,00 €		subtotal	23 851,41 €	26 500,00 €
Human Resources	Employee	- €	20 000,00 €	Allocations	Civic services	1 076,67 €	2 000,00 €
	Allocations Civic service (or interns)	6 559,80 €	1 600,00 €		Employee allocations	- €	3 000,00 €
	Professional déplacements	588,83 €	1 000,00 €		subtotal	1 076,67 €	5 000,00 €
	Mandatory formations Civic service	268,00 €	500,00 €	Refunds	Maison de la Nature (Chauve-Souris)	2 458,21 €	
	subtotal	7 416,63 €	23 100,00 €		subtotal	2 458,21 €	- €
EXPENSES		75 437,62 €	95 000,00 €	REVENUES		80 837,28 €	95 000,00 €



## VII. CONCLUSION

Despite a complicated global environment for the tourism sector and a difficult and uncertain situation for zoos, La Passerelle Conservation has been able to adapt and find solutions to achieve its goal: to raise funds to save endangered species. The 2020 objective has been achieved, thanks in part to the redesign of several of our events in response to the emergency of the situation. We have seen a significant enthusiasm on the part of the general public to act at its own scale for the protection of animals. Seems increasingly concerned with the conservation of biodiversity in Auvergne and around the world, visitors have been visiting zoos, especially during the summer and have been very generous through sponsorships, donations and participation in our charity events. In fact, the results obtained by La Passerelle Conservation in 2020 are very promising for the future and give the necessary impulse to develop new projects.

The future development of La Passerelle Conservation is based on a quest for constant improvement and adaptation to new demands. Collaborations with other zoos and the support of several media have allowed us to increase the visibility of our actions and our notoriety throughout France.

Conservation awareness has increased the number of sponsorships and the amount of money obtained through donations by visitors.

The first results obtained by Biodiv'Educ are also very promising. Schools appreciate these fun and educational activities that perfectly reconcile nature and new technologies. They will enable La Passerelle Conservation to strengthen its work with younger generations whose role and involvement are decisive in responding to future environmental and societal issues.

2021 will be a key year for the future of La Passerelle Conservation, which is embarking on a new shift in the internal organisation of its structure by hiring the first full-time employee. Wanting to consolidate Euro Nature objective, its recent reputation and its expertise in the field of conservation, La Passerelle Conservation will put all means to meet the challenge.

An in-depth study at the end of 2020 of the sustained conservation projects has enabled a thoughtful and demanding selection of associations to be supported by 2021. New conservation projects have been chosen and a support agreement has been signed with our structure. La Passerelle Conservation engages in the land both remote and nearby supporting conservation associations in the Auvergne territory such as the Panse-Bêtes care centre.

One of the key factors of success for the future development of La Passerelle Conservation will be our ability to convince companies to join us with the Colibri Project or donations by credit card in restaurants/ or shops. Those are major projects that would allow La Passerelle Conservation to expand its actions on a much more ambitious scale by significantly increasing collections to support other in situ conservation programs around the world.

