



#ENDPANDEMICS

A Global Alliance to
PROTECT and REGENERATE Nature

WE must protect our world against future zoonotic outbreaks that cause human suffering, economic disruption, and species loss, by ending commercial wildlife trade, restoring healthy ecosystems, and enabling environmentally-friendly livelihoods.



COVID-19 and other outbreaks are symptomatic of our biodiversity and climate crises. They were triggered by commercial wildlife trade (including wildlife farming), industrial agriculture, and disintegration of natural habitat. These root causes must be addressed. Economic stimulus packages are just expensive 'band-aids' that will need frequent changing because today's new vaccine will not work against tomorrow's new virus.

WE are a dynamic global alliance that brings together the resources and expertise of a worldwide network of conservation, climate, health, finance, security, agroforestry, business, technology and communications experts and organizations that are united in our goal to reduce the risks of further pandemics by restoring nature.



#ENDPANDEMICS is a global campaign to reduce the risks of pandemics by addressing the root cause of all zoonotic outbreaks—rampant wildlife trade and the disruption of wild habitats and societies that depend on them.

JOIN US and collaborate on building a resilient planet that keeps nature and people healthy and in harmony.

We will use these Campaign Pillars to catalyze community actions, government policies, business practices and consumer behaviors.

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Reducing Demand for Wildlife

When demand is reduced, wildlife trade will decrease. We will

- 1) Run behaviour change campaigns that reward responsible consumerism;
- 2) Develop alternative livelihood programs for communities dependent on wildlife consumption or sales;
- 3) Strengthen laws and policies.

Countering Wildlife Trafficking

Freezing the financial trigger on poaching requires:

- 1) Empowering law enforcers to identify and dismantle criminal syndicates and seize assets;
- 2) Funding wildlife enforcement operations;
- 3) Establishing and linking data-bases on wildlife crimes;
- 4) Helping the private sector adopt compliance measures for nature protection;
- 5) Enable and reward citizen support for, and monitoring of, nature protection.

Protecting Wildlife in Wild Habitat

Keeping wild animals and their habitat secure from poaching, logging, mining, and encroachment through:

- 1) Frontline ranger and community patrol support: training, equipment, life insurance;
- 2) Poverty reduction: youth education and alternative livelihood support;
- 3) Empower rural communities to defend their land and human rights as protectors of nature;
- 4) Restoring nature: growing protected areas, buffer zones corridors and rewilding;
- 5) Sustainable agriculture: scaling environmentally friendly farming practices.

Reducing Zoonotic Risks from Industrial Agriculture and Farmed-Animal Supply Chains

- 1) Improving welfare standards;
- 2) Reduction of meat consumption.

Resourcing the Campaign and Transforming our Global Economy

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"Stimulus" Support

Donor and partner organizations pool and coordinate resources



Make Traffickers Pay

Help enforcement agencies convert assets from wildlife traffickers



Payments for Ecosystem Services and Conservation Easements

Scale these practices globally.



Citizen Participation and Rewarding Impact

Technology will empower anyone in the world to join or fund this campaign, track its progress, and be rewarded in the process.



Campaign participants to date: ADM Capital Foundation; ALERT; David Shepherd Wildlife Foundation; EarthPulse; Environmental Investigation Agency; Education for Nature Vietnam; For the Animals; Freeland; Fundación Entropika; Generation Blue; Global Ocean Trust; Global Tiger Forum; Green Consumers' Foundation; GreenRope; GTI Council; Land of the Leopard National Park; Muktir Bondhon Foundation; Ocean Conservation Trust; Oceanic Preservation Society; Open Hearts Foundation; Rede Latino-Americana de Ministerio Publico Ambiental; SmartAgro; Solidaridad Network Central America; Task.io; Transparent World; WILD Foundation; Wildlife Alliance; Worldview International Foundation