

2020 Fund Report



THE CHALLENGE

Animals appear in 20% of all advertisements. In fact, every year over \$100 billion is spent on ads that feature them. But while animals are thriving in the advertisement sector, one million species face extinction in the real world.

THE SOLUTION



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Executive Summary

Led by the United Nations Development Programme (UNDP) and a coalition of businesses and UN partners, The Lion's Share Fund aims to raise over \$100 million per year to halt biodiversity loss and protect habitats by asking brands to contribute 0.5% of their media spend every time an animal is featured in their advertisements.

The year 2020 marked expansion of The Lion's Share's conservation programming, notably through a long-term Leuser Ecosystem Programme, Australian Emergency Bushfire Grants, Tiger Conservation Awards and COVID-19 Community Resilience Grants.

In the Leuser Ecosystem of Sumatra, Indonesia, the Fund supports six organizations working on the ground to build capacities of local communities and strengthen the protection of critically endangered Sumatran tigers, elephants, rhinos, and orangutans. Despite the COVID-19 pandemic, achievements were made including establishing the first all-female ranger team in Sumatra, planting nearly 90,000 seedlings and trees, conducting 9 orangutan rescue missions, training over 200 farmers in sustainable practices, and developing and conducting wildlife crime analysis training courses for local groups to combat poaching.

In response to the COVID-19 crisis, The Lion's Share co-financed 9 grants with the support of GEF Small Grants Programme to support communities dependent on wildlife-based tourism – an industry that employs millions and funds critical to wildlife conservation globally, but one that has been devastated by the pandemic. The grants are now funding local projects across Africa, Asia and Latin America to build community resilience and support protection of threatened wildlife in their last strongholds.

Even as the pandemic created uncertainty in the private sector throughout 2020, several global advertisers and marketing leaders joined The Lion's Share Fund. The coalition supporting wildlife conservation and animal welfare grew this year to include leading fashion brand Gucci, luxury brand Cartier, public relations firm Edelman, and Marie Claire magazine. The Fund also received consistent international recognition through press, publications, events and awards throughout 2020.



The Lion's Share idea is as fascinating as the far-reaching impact it will have. The revenue generated and the new audiences reached by this ambitious and unique initiative will make a real and lasting effect on the future of our planet and the animals we share it with.

– Achim Steiner, UNDP Administrator



Wildlife Conservation & Animal Welfare

Biodiversity, including wildlife and healthy ecosystems, underpin the well-being, safety, and resilience of all societies. Yet one million species are at risk of extinction in the coming decades largely due to human activity. The COVID-19 crisis is a stark reminder that people, planet and prosperity are interconnected and must be balanced for a sustainable future.

Leveraging the power of advertising and catalyzing consumer behavioral change, The Lion's Share Fund is targeting interventions that secure healthy wildlife populations and habitats, and instill compassion for animal welfare.

In 2020 The Lion's Share supported more than 20 conservation and animal welfare organizations through programmes and projects in 15 countries. All issued conservation funding supports imperiled species and nearly all projects are based in locations where multiple endangered and critically endangered species are present. Investing in these crucial wildlife areas and supporting jobs and livelihoods in local communities fosters green growth. Investments address future economic risks by contributing to tackling climate change and safeguarding natural ecosystem services, such as clean water, crop pollination, and flood control.



Theory of Change Impact for Nature and Society



Leuser Programme

The Leuser Ecosystem in Sumatra is the last remaining forest where elephants, rhinos, tigers and orangutans roam together in the wild. Covering more than 2.6 million hectares, the Leuser rainforest is one of the most biodiverse environments left on Earth. In early 2020, The Lion's Share launched the Partnerships for Change, a transformative long-term funding window, with the first allocation being distributed to a coalition of six actors under the Leuser Programme. The Lion's Share concentrates support in Eastern Leuser, a critical landscape holding the largest remaining tract of lowland forest in the whole of Sumatra and home to many rare and endangered species, such as clouded leopard, marbled cat, Sunda pangolin, Sumatran rhino and helmeted hornbill. The Programme supports collaborative action to ensure long-term protection and conservation of the ecosystem, and to restore it to its former richness and functionality in order to sustain its outstanding biodiversity and the wellbeing of its communities.

Highlights of Leuser Programme: Activities in 2020 include:

- ✓ Established the first women's ranger team in Sumatra, now patrolling the forest to collect illegal wildlife traps, monitor activity and secure data.
- ✓ Conducted analysis skills training workshops to combat wildlife crime.
- ✓ Established and trained 2 women's forest restoration groups that have produced over 100,000 seedlings.
- ✓ Conducted 14 orangutan rescue operations.
- ✓ Wild For Life campaign in Bahasa Indonesia.
- ✓ Broke ground on a new learning center to support farmers and community members to develop literacy and discuss restoration activities.
- ✓ Trained 414 farmers on the use of organic fertilizer and pesticides to increase crop yield and income, and reduce pressure on forests and wildlife.
- ✓ Trained 60 households in sustainable honey production to raise household income and provide a new, nature-friendly livelihood



Photo: Chaideer Mahyuddin / AFP

Australia Bushfire Emergency Grants



In 2019 and early 2020, record high heatwaves and drought fueled catastrophic fires throughout Australia, scorching over 18 million hectares of land and killing an estimated one billion animals.

The Lion's Share responded with two emergency grants to support wildlife protection and recovery in New South Wales and Kangaroo Island.

Wildlife treatment & rehabilitation In NSW

The first grant supporting WildArk, Byron Bay Wildlife Hospital and WIRES, focused on the treatment and rehabilitation of injured wildlife throughout New South Wales. The majority of funding was utilized to help build a large mobile wildlife hospital, with full veterinary facilities including state of the art x-ray and MRI capability. The mobile hospital is self-sufficient and can be driven to any crisis hotspot to treat, rehabilitate and care for wildlife. Taking the mobile hospital into disaster zones will improve survival rates for injured wildlife. Byron Bay Wildlife Hospital Foundation Vet, Dr. Bree Talbot, said “Within minutes of arrival, our team of wildlife expert vets will be dressing wounds and administering fluids, pain relief and medication.” The remainder of funding was allocated to WIRES, Australia’s largest wildlife rescue organisation, to build mobile care units, that are predator proof and can be assembled anywhere for rehabilitation and eventual release of injured wildlife.



Protecting the critically endangered Kangaroo Island Dunnart from extinction

The second grant supported monitoring and rehabilitation of the critically endangered Kangaroo Island Dunnart and its habitat. Prior to the bushfires, the Kangaroo Island Dunnart was assessed to have a 22% chance of becoming extinct within decades without drastic action. To combat extinction threats and facilitate recovery, The Lion’s Share funded the procurement of vital monitoring equipment including cameras and thermal binoculars to conduct surveys and monitor surviving dunnart. Funding also supports the re-planting of vegetation across a 250-hectare sanctuary. As of January 2021, 7,500 seedlings are growing in a nursery that are to be planted in 2021. The predator-proof sanctuary will provide dunnarts with a safe space to re-build their fragile population.

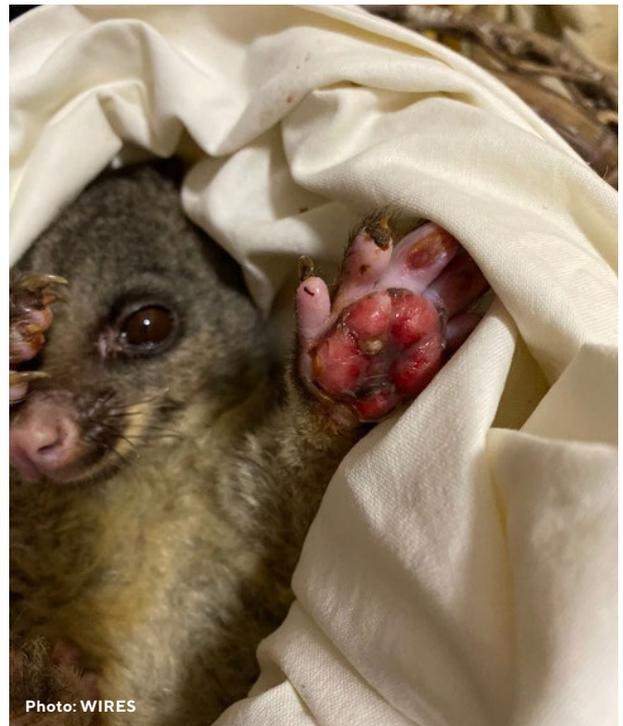


Photo: WIRES

COVID-19 Community Resilience Grants

In April 2020, The Lion's Share Fund launched the COVID-19 Response – Resilience in Wildlife Community Grants. The Resilience Grants, co-financed with GEF Small Grants Programme, support communities dependent on wildlife-based tourism – an industry that employs millions and is critical to wildlife conservation around the world, but one that has been devastated by the COVID-19 pandemic.

According to the World Travel and Tourism Council, wildlife tourism generated USD \$343.6 billion and supported over 21.8 million jobs in 2018. Through wildlife tourism, communities directly benefit from wildlife, empowering them to develop enterprises and generate much-needed employment and income. Incentivized to protect wildlife and their habitats, they have become valuable guardians of nature at the frontlines of conservation. However, travel restrictions have depleted economic lifelines for hundreds of millions of people and conservation activities in wildlife-rich areas.

The grants fund local projects in nine countries across Africa, Asia and Latin America to build resilience in communities in wildlife-rich areas and support protection of threatened wildlife in their last strongholds. To support socio-economic recovery in local communities, the projects provide support for training and skill development, alternative sources of income and expansion of food sources.

Travel restrictions have
depleted economic lifelines for

100s of millions

of people and conservation
activities in wildlife-rich areas.



NAMIBIA:

Virtual safaris, permaculture gardens & elephant-human conflict reducing chili fences

Grant recipient, TOSCO Trust, will build community resilience and reduce human-wildlife conflict in the Kunene region of Namibia. This region, a critical habitat for elephants, rhinos and lions, is comprised of 38 communally owned conservation areas. Local communities have greatly suffered from the collapse of the tourism sector compounded by damage to water infrastructure and crop supplies due to elephant raids. To increase the communities' resilience and support a peaceful human-wildlife coexistence, the TOSCO Trust project will:

- Conduct training sessions, with a focus on local women engagement, to establish "elephant friendly" permaculture gardens with protective chili fences to deter elephant raids.
- Carry out "Living with Wildlife" experiences for domestic tourists.
- Establish and market virtual tourism nature experiences by filming wildlife and capturing stories from rangers, game guards and community members.



Photo: Vincent Guillemain / TOSCO Trust



SOUTH AFRICA:

Honey, permaculture, & human-elephant conflict reduction with the Black Mambas

The Lion's Share granted support to Elephants Alive and The Black Mambas – the world's first all women anti-poaching unit! The Greater Kruger National Park is home to nearly 74% of South Africa's elephants and is one of the most biodiverse areas. As a result of the pandemic and subsequent collapse of tourism, local communities have suffered widespread loss of jobs and income. Reports of poaching are now on the rise. In order to build greater community resilience, The Lions Share supports activities to increase food security and income potential in this important wildlife-rich area. Core activities include:

- Training in beekeeping, honey production and horticulture, as well as installation of 100 beehives for alternative income.
- Implementation of sustainable agriculture through permaculture farming, medicinal plant cultivation, and elephant-deterrent gardening (with chili and garlic) to reduce human-elephant-conflict.



ZAMBIA:

Fish breeding hub & solar horticulture

Grant recipient, PAZESA Horticultural Community, will work with communities greatly impacted by the COVID-19 pandemic in the wildlife-rich area surrounding the South Luangwa National Park in Zambia. Prior to the pandemic, communities in the area relied heavily on ecotourism for income. Since the collapse of the tourism sector and rise in food insecurity, poaching reports have increased. This grant aims to build community resilience and help conserve wildlife by creating sustainable livelihoods and alternative food sources. Core activities include:

- Climate-smart-aquaculture fish farming.
- Improved crop production through installation of solar horticulture and water saving drip-irrigation.



SRI LANKA:

Sea turtle anti-poaching rangers, community livelihoods & education

In Rekawa, Sri Lanka's first marine turtle sanctuary, The Lions Share Fund is providing support to the Sri Lanka Turtle Conservation Project. Five out of seven of the world's marine turtle species come ashore in Rekawa to nest and lay eggs, including green, loggerhead, olive ridley, leatherback and the critically endangered hawksbill. Due to the pandemic, the loss of tourism income has depleted funding for sea turtle protection. Vulnerable sea turtles and their nests now at risk of increased poaching. Funding supports:

- Sea turtle ranger patrol units and nest protectors
- Conservation education activities
- Organic crop farming in local communities that are heavily reliant on tourism



MONGOLIA:

Cheese production for snow leopard conservation & improved livelihoods

The Lion's Share grant recipient, the Snow Leopard Conservation Foundation, will work with the people of the Khovd province to develop conservation-friendly income sources to help protect the critically endangered snow leopard.

While ecotourism income lines have been lost due to the COVID-19 pandemic, the supported project aims to help the communities become less reliant on tourism income. The Lion's Share funding will enable communities to bring their regional dried cheese delicacies to the national market by building local capacity for product packaging and marketing.



ECUADOR:

Sustainable agriculture & natural medicinal knowledge in the Amazon rainforest

The Lion's Share issued a grant to Fundación Pachamama to support conservation in the Amazon Rainforest of Ecuador. This area is home to unique and rare species, such as pink river dolphins, giant river otters and jaguars. Despite pressure from the logging and oil industries, the Achuar indigenous community has managed to protect their forest with income from ecotourism. Since the collapse of tourism, the indigenous community urgently needs funding to continue conservation work. This grant will support twelve communities in the Achuar indigenous territory in southeast Ecuador, part of the country's last large tract of primary Amazon Rainforest. Supported activities include:

- Developing new forms of income for the community to allow indigenous communities to continue to protect their forest.
- Establishing a community group enterprise for the sale of handcrafts and local products to local and national markets.
- Increasing knowledge of traditional medicinal plants used for a diversity of illnesses.
- Increasing local food security, including key sources of protein.



NEPAL:

Permaculture farming, conservation training & local product revitalization

The Lion's Share issued a grant to the Biodiversity Research and Conservation Society project in the area surrounding the Bardia National Park in Nepal, home to iconic species such as tiger, elephant, leopard and Ganges River dolphin. The indigenous communities surrounding the park rely on ecotourism for much of their income. Due to COVID-19 the communities have lost this source of income and are increasingly forced to depend upon the park's natural resources. The Lion's Share grant will support the community by funding sustainable permaculture gardens for 1,000 households. This will reduce the pressure on the park and its natural resources and contribute to the conservation of threatened wildlife.



UGANDA:

Establishing beekeeping around queen elizabeth national park

The Lion's Share grant to the Enjojo Wildlife Foundation will carry out beekeeping projects in communities around the Queen Elizabeth National Park, Uganda. Queen Elizabeth National Park is a biodiversity hotspot, famous for its elephants, chimpanzees, and tree climbing lions. Following the onset of the COVID-19 pandemic, there has been a sharp increase in poaching and unsustainable natural resources use. To address these issues, the project will focus on:

- Training community members on the importance of conservation and sustainable natural capital
- Installation of beehives and training on beekeeping as an alternative income source.



Photo: Kristien Debrer, Enjojo Wildlife Foundation

BHUTAN:

Community aquaponics & virtual tourism

To support communities and wildlife protection in and around Bhutan's first national park, The Lions Share has issued a grant to Bhutan Ecological Society. Royal Manas National Park, an area of incredible biodiversity, is home to the Bengal tiger, the golden langur and the one horned rhino. Unfortunately, the lack of tourism related income has led to an increase in the unsustainable use of natural resources. The Lion's Share will fund a conservation strategy to save threatened species and generate alternative income sources for the community. Core activities include:

- Establishing a sustainable aquaponics programme
- Educating the community and local school children about conservation issues
- Establishing virtual tourism for international users.



Tiger Awards

In 2020, The Lion's Share Fund partnered with the World Wildlife Fund (WWF), IUCN-Integrated Tiger Habitat Conservation Programme, Global Tiger Forum and Conservation Assured Tiger Standards in support of two tiger conservation awards.

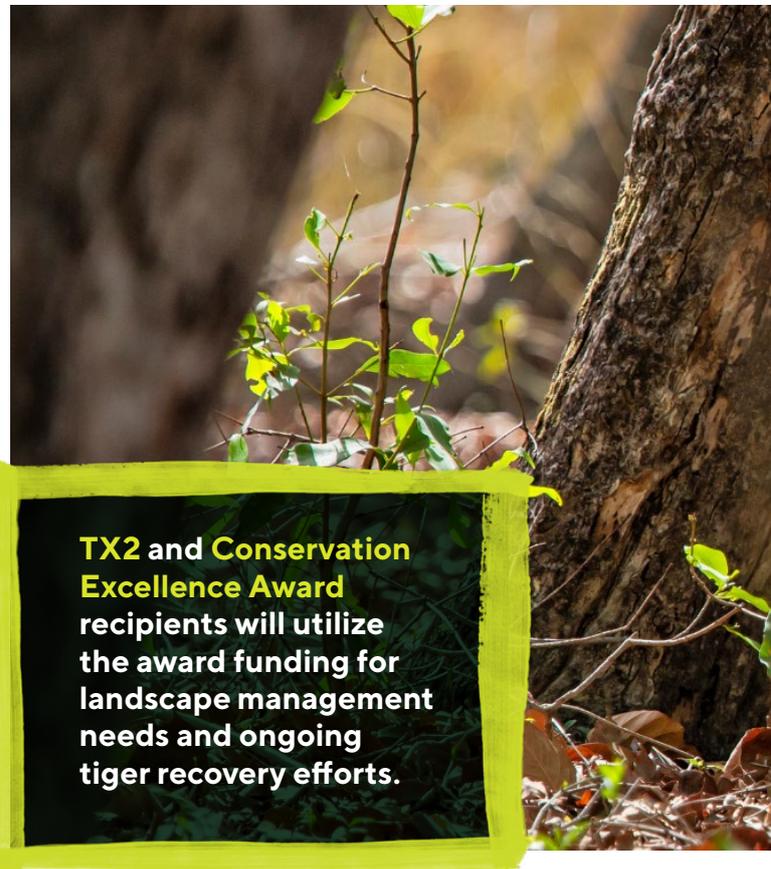
The awards allow the tiger conservation fraternity to celebrate the efforts that have been put in collectively to accelerate tiger recovery and manage populations across tiger range countries.

These awards will also help raise the profile of protected and conserved tiger landscapes.



Doubling the number of wild tigers seemed like an impossible task given the proximity and size of the region's human population. We have been happily proven wrong. The award-winning reserves give us the hope that it is possible to rebuild our relationship with nature and that we can co-exist. This is a prerequisite and a foundation for sustainable development.

Midori Paxton
Head of Ecosystems and Biodiversity, UNDP



TX2 AWARD

Pilibhit Tiger Reserve, India

In November of 2020, the TX2 Award winner was announced. Pilibhit Tiger Reserve, India; a site that has achieved remarkable and measurable increase in its tiger population since 2010. Despite being situated in one of the highest human dominated tiger landscapes, Pilibhit has managed to more than double its tiger population within the last decade. The conservation results are a remarkable increase and a commendable feat. The award recognizes great commitment shown by site management and the government in supporting the recovery of tigers.

CONSERVATION EXCELLENCE AWARD

Royal Manas National Park, Bhutan & Manas Tiger Reserve, India

The transboundary partners Royal Manas National Park in Bhutan and Manas Tiger Reserve in India were announced joint winners of the Conservation Excellence Award in November 2020. Created in 2011, on one side of the Transboundary Manas Conservation Area is Bhutan's oldest protected area, Royal Manas National Park and on the other sits India's Manas Tiger Reserve, a UNESCO Natural World Heritage Site. Both sites hold a healthy population of tigers and have demonstrated a commitment to cross border collaboration for the recovery of tigers across the larger landscape.



Global Animal Welfare

Animals living on urban streets often face starvation, injury, abuse or even death. Additionally, stray dogs are a major threat to wildlife as they can transmit a host of diseases, predate and kill wild animals, disturb ecosystems, compete with them for prey, and also interbreed with closely related species. Free-roaming dogs also freely mate, leading to unwanted litters of puppies that find their way into the cycle of ongoing street animals.



In 2020, The Lion's Share launched the Global Animal Welfare Programme. The first phase, launched in partnership with Humane Society International (HSI), will implement animal welfare projects across South Korea, Bolivia, and Bhutan. HSI will tailor its activities to the uniqueness of each country or community. Overall, HSI will address dog and cat welfare through community engagement and veterinary training. In 2020, activities began on approved projects including:

South Korea:

Introduction of a dog and cat rescue, shelter and adoption culture, which could potentially save millions of animals from suffering.

Bolivia:

Establishment of an online training programme designed for government officials and veterinarians tasked with the reduction of rabies and the management of the dog and cat populations in their cities.

Bhutan:

Promotion of pet-dog spay/neutering, through community engagement, while improving the lives of pet dogs by enhancing responsible pet ownership.



Project Sites

Since the Fund's launch, more than 20 conservation and animal welfare organizations have been supported across 15 countries.



Wildlife populations are half the size they were just 50 years ago, and their habitats and ecosystems are destroyed at an unprecedented rate due to human activity.

The Lion's Share is an idea that is as innovative as it is simple – and it makes a real impact on wildlife conservation.

Achim Steiner
UNDP Administrator

Partnerships & Communications

We find ourselves in what has been termed the “6th Mass Extinction” – a species extinction rate, driven by human activity of at least 1,000 times greater than the natural rate.



Scientists estimate that the world is **losing** anywhere from

10,000
→ **100,000**
species per year

and many dozens every day.

To address the wildlife crisis, there is a need to go beyond public funding and involve non-traditional and influential leaders. Without such a paradigm shift, wildlife loss will be driven past the point of no return.

Now through The Lion’s Share, advertisers are beginning to understand their sector’s potential as a force to save wildlife. Through this unique multi-partner global initiative, advertisers are leading the platform and delivering a potentially game-changing new source of funding to the conservation world.

In 2020, even as the pandemic created uncertainty for the private sector, several major advertisers and private sector leaders stepped up for wildlife and joined The Lion’s Share Fund. The Fund’s founding partners remained committed contributors.

The success of the Fund also requires mobilizing consumers and the general public. Fund visibility increased multifold in 2020 as The Lion’s Share was featured in well-known publications, in-depth celebrity interviews and top global forums. In 2020, the Fund’s social media received more than 35,000 engagements and the number of followers increased by over 100%. Global public engagement and targeted awareness campaigns were also launched in 2020 to generate a new scale of awareness, triggering behavioral change and public support for conservation of nature.

With 20% of all ad spend globally linked to ads featuring an animal images The Lion's Share 0.5% ask of individual brands will amount to a game-changing stream of funding for conservation of our natural world. Through The Lion's Share, advertisers now have a mechanism to utilize their sector as a force to save the wild animals and their habitats.

In 2020 the pandemic created vast financial uncertainty for the private sector and slowed outreach efforts. Despite this, several new brands and strategic partners committed to saving wildlife and joined The Lion's Share Fund. The coalition of advertisers supporting wildlife conservation and animal welfare through their advertisements grew this year to include leading brands Gucci, Cartier, and Lacoste. New strategic partners include Edelman, Marie Claire, Guinness Book of World Records and the International Chamber of Commerce.



The Lion's Share Fund is an important addition to our conservation strategy. Nature and wildlife provide Gucci with inspired creation that is an integral part of our narrative through our collections and campaigns. With the increasing threats to the planet's biodiversity, groundbreaking initiatives like The Lion's Share Fund have the potential to be transformative by organically connecting the business community with direct action to protect our natural habitats and most threatened species.

Marco Bizzarri
President & CEO, Gucci

Coalition of Partners:

GUCCI

Cartier

LACOSTE

MARS

Madewell

The Economist



FINCH

ICC INTERNATIONAL CHAMBER OF COMMERCE



nielsen

JCDecaux

BBDO

marie claire



D.A.M

Campaigns



JAGUAR PARADE CAMPAIGN

In early 2020, The Lion's Share Fund joined WWF, Wildlife Conservation Society, Panthera, United Nations Environment Programme (UNEP) and UNDP in planning the 2021 Jaguar Parade Campaign. Jaguar Parade is an open-air art exhibition of decorated jaguar statues. It is an art installation with a purpose: to raise funds and awareness about the urgent need to conserve jaguars and their habitats.

This edition will place dozens of jaguar statues across New York City's streets and parks, drawing the world's attention to the importance of biodiversity conservation. Placing the jaguar statues in key public places brings the environmental cause to the forefront of the public's attention, reaching millions of people in a unique way. By the end of the exhibition period in 2021, the statues will be auctioned and 100% of net proceeds will be donated to jaguar conservation efforts.

Protecting jaguars means protecting the habitats they depend upon and species within those ecosystems, which underpins human health and the sustainable development.



TIME #FORNATURE YOUTH CAMPAIGN

The Lion's Share Fund partnered with UNDP, UNEP, UN CBD, Major Group for Children and Youth, Global Youth Biodiversity Network (youth constituency of UNCBD), UNCCD Youth Caucus and YOUNGO (youth constituency of UNFCCC) to develop and launch the Time #ForNature youth campaign.

The campaign asks youth to record a short video explaining why they think it is time #ForNature, post it on their social media and use the hashtag #ForNature. Throughout 2020 and 2021, organizing partners will actively seek opportunities to include selected videos in awareness-raising efforts. The #ForNature campaign will be visible in the lead-up to major national and international events and occasions including:

- Youth Day (August 12)
- UN General Assembly/Biodiversity Summit (September 22)
- UN Environment Assembly (February 2021)
- CBD COP 15 (2021); and
- COP 26 (2021).

These national and international events will be opportunities to share youth perspectives with world leaders, international activists, policymakers, and scientists.

Events

Throughout 2020, The Lion's Share was featured at global events. The year began with an event in Davos ahead of the World Economic Forum (WEF) where a panel discussion focusing on The Lion's Share included Achim Steiner, UNDP Administrator, Richard Edelman, CEO, Edelman PR and Andrew Robertson, CEO of BBDO.

In June The Lion's Share was featured during Web Summit's Collision Conference in a discussion between Achim Steiner and Nikolaj Coster-Waldau, actor and UNDP Goodwill Ambassador. Nikolaj-Coster Waldau then went on to give an in-depth interview to CNBC on the potential for the advertising sector to impact wildlife loss through The Lion's Share as part of Lions Live, Cannes Lions' digital International Festival of Creativity. The Fund was also highlighted by the Executive Secretary of the Convention on Biological Diversity during the WEF Business for Nature Forum.

In September The Lion's Share was featured several times during the week of the 75th session of the UN General Assembly. In one feature Achim Steiner and Cyrille Vigneron, President and Chief Executive Officer of Cartier, held a virtual session to discuss Cartier joining the Fund. Following her appointment as UNDP Goodwill Ambassador, Yemi Alade, high-profile African singer-songwriter, joined Nikolaj Coster-Waldau for a virtual discussion hosted by the SDG Action Zone on the socio-economic and environmental impact of COVID-19 through the lens of tourism and The Lion's Share.



The beauty of the natural world has always been a source of inspiration and creativity for Cartier's timeless pieces. As citizens of the world, we believe it is our duty to protect its biodiversity and make an impact on wildlife conservation. This means enhancing Cartier's support for innovative partnerships such as 'The Lion's Share Fund' and joining forces to preserve the world's natural heritage for future generations.

Cyrille Vigneron
President & CEO, Cartier

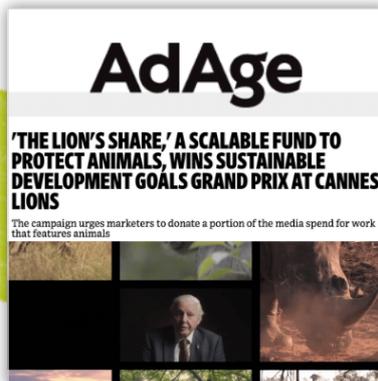
Press & Recognition

Throughout 2020, The Lion's Share Fund received extensive media coverage and recognition. The Fund was featured in major publications such as Vogue, Marie Claire, Elle, and GQ. In one special feature, Marie Claire magazine relayed "It's a harsh reality. Earth is facing its sixth mass extinction – one million species could be wiped out if we don't make urgent changes. But there is hope, and an initiative called The Lion's Share fund is raising money for conservation and habitat protection by asking corporations to donate every time an animal appears in their ads."

The Fund's conservation biodiversity investments also received media attention. The Washington Post, CNBC and many other outlets highlighted The Lion's Share Fund efforts to address increasing threats facing wildlife following the collapse of global tourism. BBC, France 24 and The Jakarta Post covered The Lion's Share funded female forest ranger team protecting wildlife in Leuser Ecosystem, Sumatra.

After receiving the Cannes Lions Grand Prix in 2019, The Lion's Share Fund went on to win the coveted D&AD Impact Pencil and the first ever One Show Sustainable Development Pencil in 2020! The awards recognize The Lion's Share Fund potential for innovative partnerships, scalability and sustainable long-term impact.





ANNEX A:

Indicator Based Performance Assessment

The Lion's Share Outcome 1:

Global Lion's Share movement accelerates business and consumer behavioral change.

| Indicator | Baseline | 2018 | 2019 | 2020 | Narrative Progress Towards Indicators from Programmes | Planned Target |
|--|----------|-----------------------|-----------------------|-----------------------|---|---|
| Indicator 1.1 Level of financing mobilized for TLS Fund. | 0 | USD 1,390,000 in 2018 | USD 1,527,872 in 2019 | USD 1,549,737 in 2020 | In 2020, the onset of the pandemic slowed outreach progress and caused a delay in the finalization of negotiations with target brands. | USD \$5 million in new commitments by end of December 2021 and USD \$100 million (committed annually) by the end of 2025. |
| Indicator 1.2 Number of new financial contributors that joined The Lion's Share Fund. | 0 | 2 | 3 | 3 | The onset of the COVID-19 pandemic significantly slowed outreach in 2020. However, even with the pandemic causing uncertainty for the private sector, two new financial contributors signed to the Fund. | 50 companies signed up to The Lion's Share Fund and 30 companies displaying The Lion's Share Certificate by end of 2025. |
| Indicator 1.3 Number of social media followers across multiple Lion's Share channels. | 0 | 150 | 5,000 | 10,542 | The Lion's Share (TLS) implemented a new social media design strategy, produced by Edelman with the help of D.A.M. in June of 2020. The 2020 target was 10,000 total number of social media followers by the end of 2020; this was met. | 50,000 total number of social media followers by the end of 2021. |
| Indicator 1.4 Number of media mentions (articles, interviews and other forms of media coverage). | 0 | Approx. 520 | Approx. 2000 | Approx. 2000 | Approximately xxx% increase in media mentions as a result of new companies joining, awards, celebrity engagement and participation in various and new outreach and advocacy events. | At least 100% increase from 2020 in new media mentions for the year 2021. |

The Lion's Share Outcome 2:

Wildlife-friendly land and seascapes and recovery of wildlife populations that reverse biodiversity loss.

| Indicator | Baseline | 2018 | 2019 | 2020 | Narrative Progress Towards Indicators from Programmes | Planned Target |
|--|----------|------|--------|----------|--|--|
| <p>Indicator 2.1</p> <p>Number of hectares of land that have been rehabilitated to support healthy ecosystems.</p> | 0 | 0 | 360 ha | 1,735 ha | Once the purchase of the plot of land in the Clinta Raja, Leuser had been completed, local partners began the rehabilitation process by removing the palm oil and growing indigenous tree species for replanting. This process began in 2019 and will continue into 2020 and 2021. | At least 3,000 hectares of land is expected to be restored within Leuser Ecosystem by end of 2021. |
| <p>Indicator 2.2</p> <p>Hectares of land purchased or secured through concessions and sustainably managed for conservation.</p> | 0 | 0 | 360 ha | 3,796 ha | In 2019, TLS, along with strategic partners, contributed to the purchase of a plot of land covering 360 hectares on the edge of the Leuser Ecosystem, located in Cinta Raja, North Sumatra, Indonesia. During this reporting period, TLS has developed various activities in the Leuser Ecosystem intended secure land, through concessions, for sustainable management. | Through concessions at least 17,000 hectares of land will be secured by 2021. |
| <p>Indicator 2.3</p> <p>Number of investments to expand or strengthen protected areas.</p> | 0 | 0 | 3 | 13 | In 2020, TLS supported 13 conservation programmes and projects in 13 developing countries. All investments support imperiled species, and nearly all projects are based in locations where multiple endangered and critically endangered species are present. | 12 investments in 2021. |

ANNEX A:

Indicator Based Performance Assessment

The Lion's Share Outcome 2 (continued):

Wildlife-friendly land and seascapes and recovery of wildlife populations that reverse biodiversity loss.

| Indicator | Baseline | 2018 | 2019 | 2020 | Narrative Progress Towards Indicators from Programmes | Planned Target |
|---|----------|------|------|------|---|--|
| Indicator 2.4 Number of investments where communities and/or beneficiaries received support for alternative livelihoods (e.g. wildlife based/compatible livelihoods). | 0 | 1 | 0 | 10 | Through 10 projects launched in 2020, TLS supported ten investments where communities and/or beneficiaries received support for alternative livelihoods. | By end of 2021, TLS aims support 10 additional investments where support is provided for alternative livelihoods. |
| Indicator 2.5 Number of Innovative sustainable financing mechanisms established to secure conservation-oriented land and seascapes management systems in wildlife corridors or strongholds. | 0 | 0 | 0 | 0 | In 2020, TLS began funding the Leuser Programme with planned activities to include establishment of a sustainable financing mechanism. | By end of 2021, it is expected that 1 sustainable financing mechanisms will be established in the Leuser Ecosystem. |
| Indicator 2.6 New technologies and systems applied for human-wildlife conflict management, anti-poaching and anti-trafficking. | 0 | 0 | 1 | 4 | In 2018, a grant was issued to support a communications system upgrade, equipping park management/rangers to prevent poaching in Niassa Reserve in Mozambique. In 2020, TLS funded the procurement of monitoring equipment and thermal binoculars to conduct habitat surveys and monitor a critically endangered species on Kangaroo Island, Australia. | By end of 2021, it is expected that at least 5 government and NGO partners will implement an enhanced wildlife crime strategy to improve rates prosecution against poachers and/or use related technologies. |

The Lion's Share Outcome 3:

Greater compassion for all animals (domestic or abandoned), wildlife and nature catalyzed, promoting human well-being and a more empathetic and tolerant society.

| Indicator | Baseline | 2018 | 2019 | 2020 | Narrative Progress Towards Indicators from Programmes | Planned Target |
|---|----------|------|------|------|--|--|
| Indicator 3.1 Number of domestic animal welfare projects/ initiatives supported and strengthened (including those linked to wildlife) | 0 | 0 | 0 | 3 | In 2020, through a partnership with HSI, The Lion Share funded a Global Animal Welfare Programme, through which three projects have been initiated in Bolivia, Bhutan and South Korea. | Four projects running in 2021. |
| Indicator 3.2 Number of thematic conservation communications campaigns launched to deepen affinity for nature and people. | 0 | 0 | 0 | 3 | In 2020, The Lion's Share joined a partnership with several international organizations and youth groups to launch the Time #ForNature youth campaign. The Fund also partnered with WCS, WWF, UNEP and others in launching the Jaguar Parade campaign. Additionally, in collaboration with UNEP, TLS supported the launch of the Wild For Life campaign in Bahasa Indonesia. | Continuation of the 3 campaigns in 2021 and launch of 1 new campaign. A national and global campaign around the Leuser Ecosystem is set to be launched in 2021 in collaboration with UNEP. |

ANNEX B:

2020 Financial Performanceⁱ

This chapter presents financial data and analysis of The Lions Share Fund using the pass-through funding modality as of 31 December 2020.

Financial information for this Fund is also available on the MPTF Office GATEWAY:

<http://mptf.undp.org/factsheet/fund/LNS00>

1. SOURCES AND USES OF FUNDS

As of 31 December 2019, contributors deposited US\$ 2,917,873 in contributions and US\$ 13,925 was earned in interest.

The cumulative source of funds was US\$ 2,931,798.

Of this amount, US\$ 2,429,100 has been net funded to 7 Participating Organizations, of which US\$ 1,146,982 has been reported as expenditure.

The Administrative Agent fee has been charged at the approved rate of 1% on deposits and amounts to US\$ 29,179. Table below provides an overview of the overall sources, uses, and balance of The Lions Share Fund as of 31 December 2019.

ⁱ To see full 2019 Consolidated Annual Financial Report for The Lions Share Trust Fund please visit: [MPTFO.GATEWAY](#) page

TABLE: FINANCIAL OVERVIEW
as of 31 December 2020 (in US Dollars)

| | Annual 2019 | Annual 2020 | Cumulative |
|---|------------------|------------------|------------------|
| Sources of Funds | | | |
| Contributions from donors | 1,527,873 | 1,542,917 | 4,460,790 |
| Fund Earned Interest and Investment Income | 11,664 | 2,283 | 16,208 |
| Interest Income received from Participating Organizations | - | - | - |
| Refunds by Administrative Agent to Contributors | - | - | - |
| Fund balance transferred to another MDTF | - | - | - |
| Other Income | - | - | - |
| Total: Sources of Funds | 1,539,537 | 1,545,200 | 4,476,998 |
| Use of Funds | | | |
| Transfers to Participating Organizations | 853,000 | 539,415 | 1,392,415 |
| Refunds received from Participating Organizations | - | - | - |
| Net Funded Amount | 853,000 | 539,415 | 1,392,415 |
| Administrative Agent Fees | 15,279 | 15,429 | 44,608 |
| Direct Costs: (Steering Committee, Secretariat...etc.) | 200,000 | 590,060 | 2,166,160 |
| Bank Charges | 19 | 55 | 75 |
| Other Expenditures | - | - | - |
| Total: Uses of Funds | 1,068,298 | 1,144,960 | 3,603,258 |
| Change in Fund cash balance with Administrative Agent | 471,239 | 400,240 | 873,740 |
| Opening Fund balance (1 January) | 2,261 | 473,499 | - |
| Closing Fund balance (31 December) | 473,499 | 873,740 | 873,740 |
| Net Funded Amount (Includes Direct Cost) | 1,053,000 | 1,129,475 | 3,558,575 |
| Participating Organizations' Expenditure (Includes Direct Cost) | 747,039 | 1,174,086 | 2,321,068 |
| Balance of Funds with Participating Organizations | | | 1,237,507 |

