



Conservation Achievement Score

The Conservation Achievement Score project aims to develop an accreditation value or the grading of a protected area's (PA's) or private protected area's (PPA's) conservation achievement.

This project promotes the link in the conservation chain between Zoological Gardens and PA's and PPA's, in accordance with the **objectives of the Convention on Biological Diversity**. The EU Zoo's directive (1999/22) highlights that, "long-term partnering related to protected areas in need of support is one of the most beneficial conservation strategies".

There is an assumption that ecologists managing PA's and PPA's in southern Africa manage these PA's and PPA's for biodiversity, but it is becoming increasingly evident that the local management of PA's and PPA's is being influenced by the public, or globally positioned tourism demand. The sustainability of PA's and PPA's is driven predominantly through tourism investment.

So do we manage these conservation areas for biodiversity or the tourist?

The purpose of this accreditation is to channel valuable tourism investment (demand) to places with high conservation integrity and achievement, by providing the tourist and travel trade with a conservation achievement accreditation score. In turn, a conservation conscious public will positively influence conservation efforts that will certainly result in higher conservation achievement within PA's and PPA's.

The Conservation Achievement Score methodology is being developed in collaboration with Padova University (Italy) in an effort to enhance conservation efforts within these places. This scientific score will be applied to document all PA's and PPA's and their conservation achievement. This includes collating the research projects being conducted in these areas and defining red data listed species and their biodiversity significance. This three-year project will be conducted in three phases:

- Phase 1: Develop the conservation achievement score methodology and database (fields), in the first year.
- Phase 2: Apply the methodology to derive a conservation achievement score of these places in the 2nd year.
- Phase 3: In year three we communicate these scores to the travel trade and to tourists



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At the end of phase 3 the conservation achievement score will enable the tourist or travel trade to make informed choices when designing their itineraries AND WILL. The score could also encourage PA's and PPA's to manage these areas FOR REAL CONSERVATION.

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