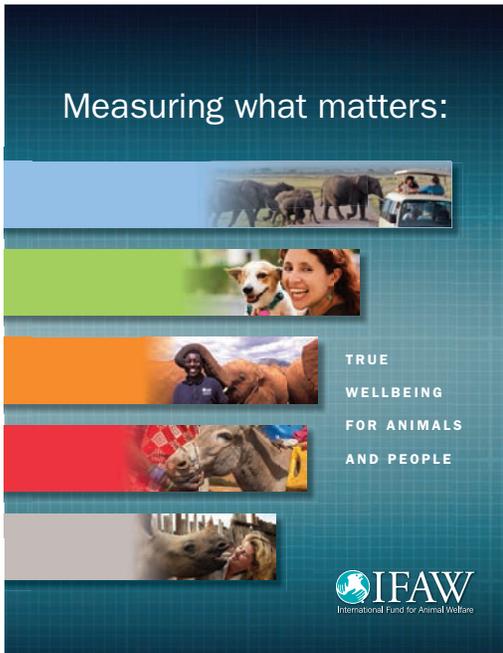


MEASURING WHAT MATTERS: True Wellbeing for Animals and People



What we measure affects how we invest resources. By measuring what matters, we are more able to protect what matters.

This new IFAW report presents specific case studies about the intersection of animal and human wellbeing and surveys alternatives to the economic-only Gross National Product measure, which can better measure and protect human wellbeing.

Using the country of Bhutan's measure of "Gross National Happiness" as a framework, this report examines a variety of dimensions of human wellbeing: psychological wellbeing, time use, community vitality, cultural diversity, ecological resilience, living standard, health, education, and good governance.

There is a trend toward improving the way we measure these dimensions that are important to us, since measurement is the first step toward getting them protected and improved.

Already, a number of international agreements are beginning to recognize the importance of these alternative measures. For example, the Convention of Biological Diversity recognizes the intrinsic value of biological diversity and has set as its long term goal a world in which biodiversity is "valued, conserved, restored and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people."

A healthy economy is not only socially just but ensures fair access and benefit sharing of natural resources. It must respect and protect the ecological integrity of nature and be guided by ecological and biological sustainability, the ethical treatment of animals and the precautionary principle. While we may "use" nature to some extent, we also have major responsibilities to protect nature over the long term.

Wildlife supports biodiversity.

DOZENS OF IMPORTANT HARDWOODS

can propagate only if their seeds have passed through the digestive system of an elephant.

Protecting Mexico's Laguna San Ignacio saved the whale population and doubled the income of many local people, who serve as many as **5,000 TOURISTS** annually.

A study on wildlife tourism found that encountering wildlife can provoke a **DEEP SENSE OF WELLBEING** that transcends the initial encounter leading to psychological health benefits.

In Gombe, forest preservation provides viable habitat for chimpanzees and valuable ecosystem services for the local villages:

EROSION PROTECTION, CLEAN WATER AND CLEAN AIR.

Case Studies: Building a Better World for Animals and People



GOMBE

Thirty years after her initial work in Tanzania, Dr. Goodall recognized that nearby communities were struggling to survive. Human pressure on the region was fracturing the groups of chimpanzees in Gombe and neither animals nor people were thriving. So the Jane Goodall Institute worked to provide assistance to reclaim overexploited farmland, build access to fresh water, assist with education, and create a microcredit loan program. As these projects began to make a difference in the communities, the residents grew to understand the value of conserving land for the chimpanzees. Tourists coming to Gombe add to the economy and the communities take pride in the fact that chimpanzees are flourishing.

LIWONDE

IFAW has been working in Malawi's Liwonde National Park since 2010 to protect habitat for elephants and other wildlife. As part of this initiative, we partnered with a nearby community called Chikolongo to erect a fence to keep the elephants inside the park, build fish farms and construct a pump house and water tanks to move and store fresh water. Local schoolchildren now overwhelmingly agree that wildlife, such as elephants, are important to their community and that protected areas like Liwonde are crucial to their wellbeing.



GUJARAT

IFAW/WTI helped create a successful campaign to celebrate the endangered and overfished whale shark and rename it "Vhali" or "beloved one." An important Indian spiritual leader, Shiri Morari Babu joined the campaign, and likened the whale shark to a daughter coming home to give birth. The community began to

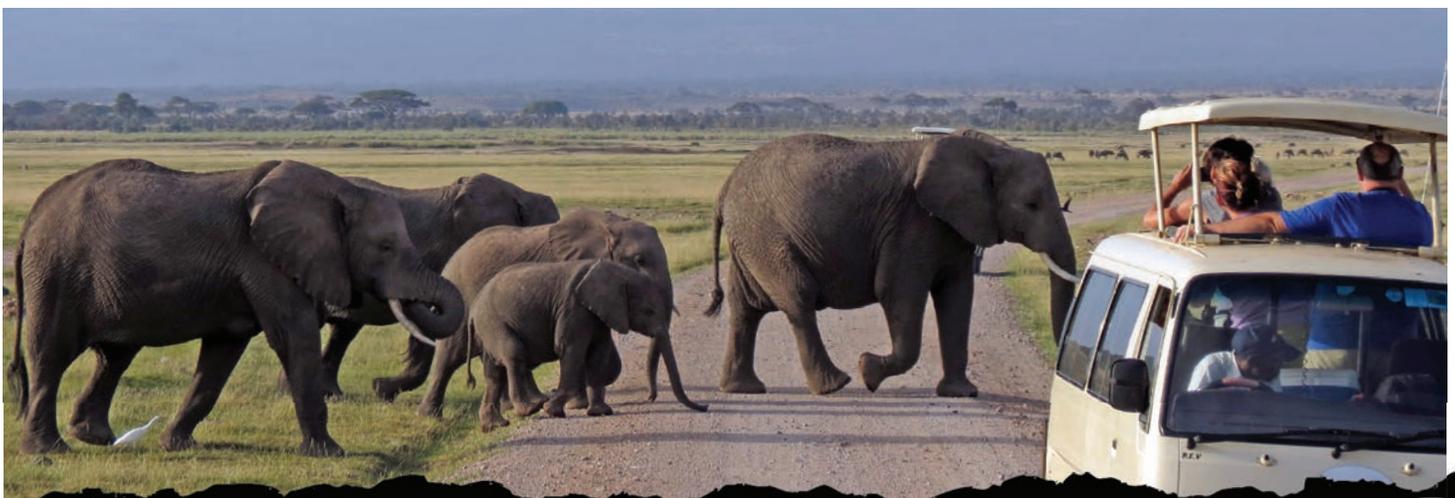
feel more protective of and spiritually connected to the fish. The Vhali is now a flagship species for tourism in the state of Gujarat, and it brings both revenue and honor to the region.



MANAS

Since 2001, IFAW/WTI's Centre for Wildlife Rehabilitation and Conservation in India has released 10 rescued and rehabilitated rhinos into Manas National Park. Three of the females have given birth to calves in the wild on multiple occasions, thus augmenting the rhino population of this once beleaguered UNESCO World Heritage Site. Every wild animal reintroduced to Manas adds momentum to the recovery of the park and its wildlife.

To learn more or to see a full copy of the report please visit ifaw.org.



IFAW | International Fund for Animal Welfare



290 Summer Street Yarmouth Port, MA 02675 | Tel: +1 (800) 932 4329 | Email: info@ifaw.org | www.ifaw.org