



Knowledge Exchange: Human-wildlife conflict and media

*Understanding the process of media engagement
from GWP project and country experiences*

Thursday, January 25, 2024



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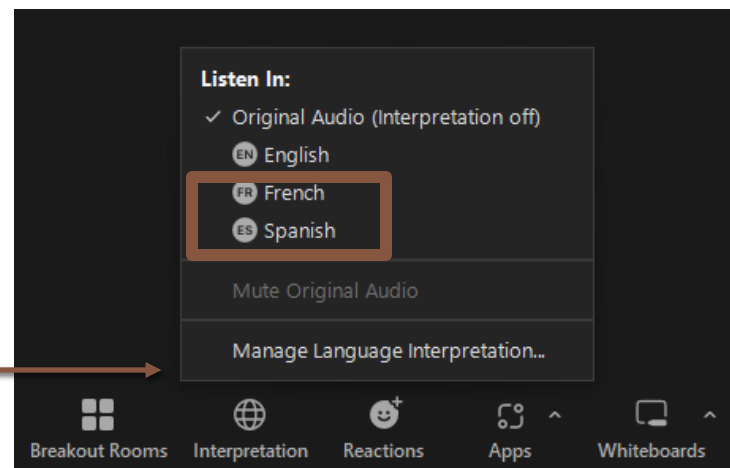


Join in English, Spanish or French

Interprétation en français // Interpretación en español

1. Pulse sobre el símbolo del globo terráqueo.
2. Seleccione **Español**.

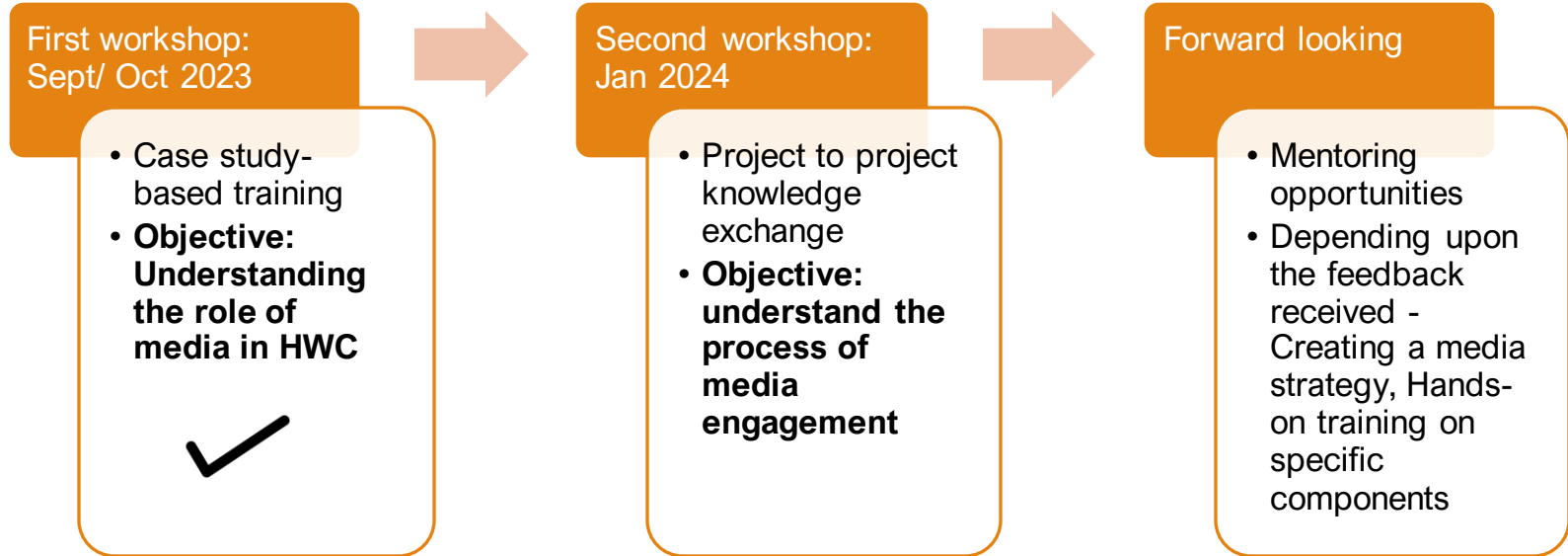
1. Cliquez sur le symbole du monde.
2. Sélectionnez l'audio **français**.





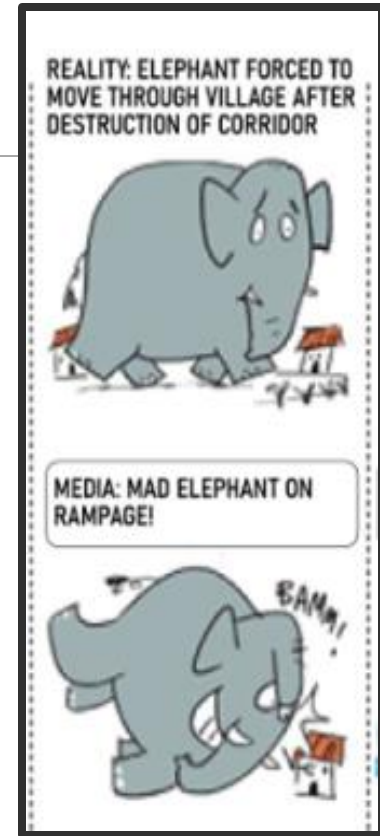
Virat Singh,
Head of Communications, Asar Social Impact
Advisors Pvt Ltd and GWP Consultant for HWC
and Media.

HWC and Media Knowledge Series



Recap of the first workshop

- Most GWP projects engage with media, but do not have a media strategy
- Media includes traditional (print/ TV/ radio), social media, influencers and the general public
- Why is it strategically important to engage media:
 - Media portrayal of wildlife can influence perceptions
 - To tackle misinformation
 - To inform policy and build a strong narrative



Feedback from the first event

KEY TAKEAWAYS FROM PARTICIPANTS

“It is important to provide relevant adequate information to journalists. Provide spaces for them to learn about conservation and HWC and create awareness rather than criticism”

“The Media is an important stakeholder and "tool" in our work to address human-wildlife conflict and coexistence and trust between wildlife conservation practitioners”

“Regularly interact with journalists – organize trainings, identify reporters interested in this field and build a core team”

SUGGESTIONS WE RECEIVED



“Have 2 or 3 regional presentations to give more diversity of action”

“Wider variety of case studies”

“Important to have a dedicated communication strategy/plan on human-wildlife conflict mitigation and engage the media”



Today's objective

- To share experiences of how GWP projects have engaged with the “media” and explore the lessons learned
- Understand the various ways to initiate a media-engagement process

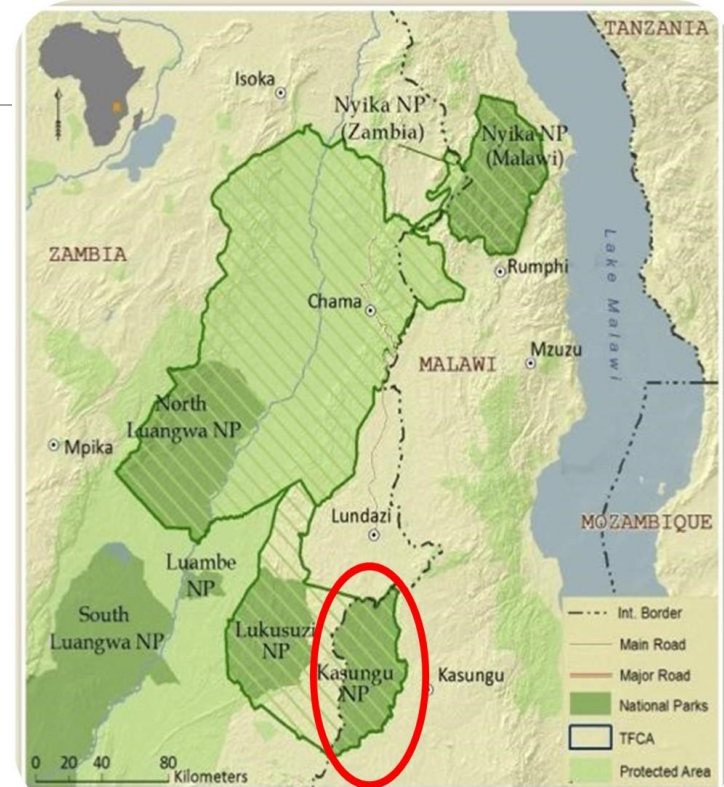




Leonard Chilando Moyo,
Senior Parks and Wildlife Officer (Divisional
Manager), Department of National Parks and
Wildlife, Government of Malawi.

Introduction

- **Kasungu** (KNP) was declared as a park in 1970. It's 2,316 km² in size
- KNP is part of the **Malawi–Zambia Transfrontier Conservation Area**
- The key stone species is **Elephant**
 - Population of elephants dropped from 1,200 in 1970 to 50 in 2015
- Malawi Government **partnered** with various agencies to curb the poaching situation in the park
 - **Security** of the park improved
- Animal census in 2020 revealed an **increase** in Elephant population from 50 to 120
- The improvement of security triggered the **translocation** of a number of wildlife species
- **Human wildlife conflicts** have been there since the declaration of the park



Wildlife status

SPECIES	YEAR	
	2014	2020
Buffalo	61	129
Eland	17	18
Roan antelope	74	248
Sable	93	397
Hartebeest	54	147
Kudu	30	176
Zebra	6	26
Reed buck	75	86
Warthog	23	112
Hippo	11	10
Elephant	50	120



First Translocation

In **2020**

- Involved 12 Zebras and 14 Water bucks from Kuti Gama Ranch
- This translocation did not involve the media



Second Translocation

In **2022**

- **Awareness meetings** with the District Council (Malawi) and Lundazi & Lumezi District stakeholders in Zambia were conducted
- **Awareness meetings** with Local leaders and communities bordering the park were conducted
- **Local media were involved**
 - Playing jingles warning the public about the Do's and Don'ts in the event they encounter elephants in their villages or elsewhere
- **National Press Conference was done**
- Local communities were allowed free entry to the park to witness offloading of animals
- Fence construction was in progress (60km out of 130km)

ANIMAL SPECIES

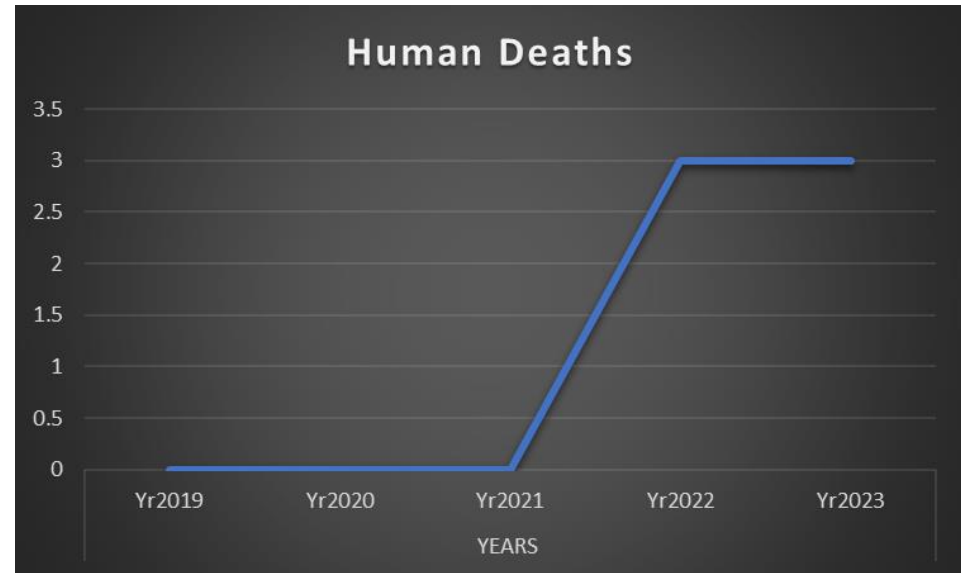
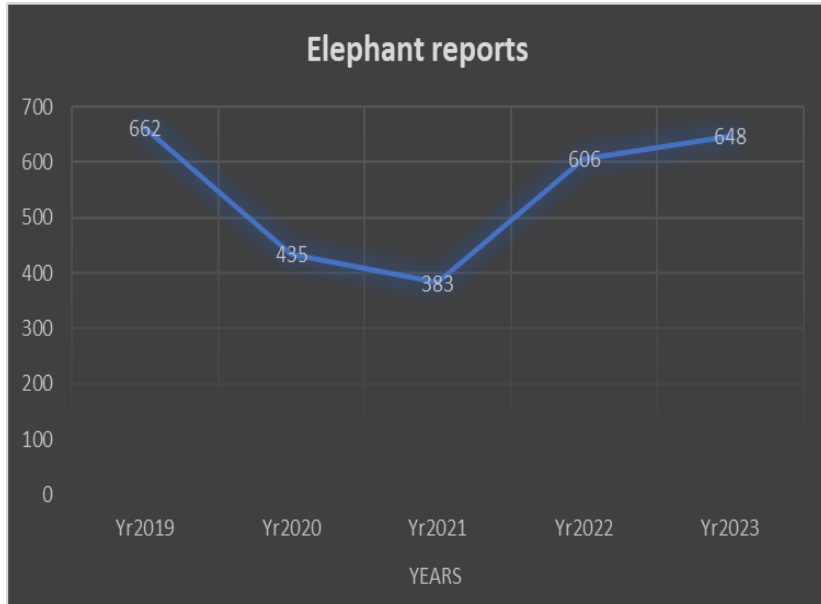
- 263 Elephants
- 128 Impala
- 108 Water buck
- 81 Warthogs
- 80 Buffaloes
- 33 Sable Antelope

Factors contributing to human-elephant conflicts

- **Encroachment** of the buffer zone
- Inadequate **awareness** on Elephant behaviour
- Cultivation of **palatable crops** like maize very close to the park boundary
- Inadequate **fencing**
- **Storage** of crops in dwelling units
- Inadequate **livelihood interventions** like boreholes in local communities bordering the park
- **Delayed Satellite update** on Elephants movement as regards their tracking
- Inadequate **skills/ knowledge** and **equipment** to manage HEC cases ie darting (Immobilization)



Trends of human-elephant conflict reports



Impact of human-elephant conflicts

- 7 incidents (6 deaths & 1 injury) were recorded on Malawian and two incidents (2 injuries) on Zambian side from 2022 to date. Crops and houses have been damaged
- Media were more on the side of the victims in covering their stories
- Crowds of people surrounding a group of elephants trying a tricky environment for rangers to drive elephants to the park
- Almost all incidents were because of lack of knowledge about behaviour of elephants. *Victims died because:*
 - He was taking a selfie close to an elephant
 - She wanted how an elephant feeds her young one
 - He was drunk and fooled himself by running through a herd of elephants
 - He chose a shortcut route to see elephants at a close distance
 - He did not know what to do when he saw an elephant coming towards him
 - He could not hear the noise of crowd asking him to run away from the elephants
 - One victim was injured because after hearing that an elephant was outside the park, he followed it on a motorcycle to see it closer

8 FEATURE **WEEKEND**

Elephants from hell: Comm

WANANGWA TEMBO
Malawi News Director



A man shows his house destroyed by elephants

In July it will go down in the history of one Lambochanda (Lambi), as a day he cheated death (and two others) right under his house at Chitochi Village in southern Chilobwe in Kasungu.

The narrative: "I was sleeping on a mat while my wife and child were sleeping on a bed. At around 11pm, I heard a disturbing noise outside the house. I knew it was an elephant because I had encountered them before. I went to the door and was right on the door of my house before I had done anything. I saw bricks falling where my wife and child were sleeping."

"I had pushed the walls, making them crack and collapse, narrowly missing him. After this narrow escape, Phiri had to face the elephant – a huge one – covering some fields on its way into his house."

"I had kept some bags of maize in the house and that was its target. We quickly took the maize and ran away while Phiri, from the nearby Kasungu National Park, stayed a few metres later," he recalls.

When Phiri returned to his house, he had a pile of maize, but he had lost a big part of it. A big man pouring the maize down his front porch being scared away by fireworks.

Phiri had a small family as another elephant had killed the village on the night.

"I lost five bags of maize, my child was injured and hospitalized and the house is in very poor shape. It was destroyed in the debris of his destroyed house."

Left with nowhere to go, Phiri sought refuge at another house. He and his wife and child were together with his three children when the process was deposited at the village chief's house.

In another incident, a hunting elephant was trapped to kill a 32-year-old member of five, Mafwa Phiri, in the worst of his days, as he was out to gather vegetables at a garden near the park boundary.

"Phiri was gathering vegetables near the park boundary when a female elephant with a calf attacked him. The woman was carrying her two-year-old baby on her back and was immediately pushed to the hospital for about four hours, but she died. She was buried at the hospital. Her husband, Phiri, was also killed and his body was deposited at the park boundary where it was found by the forest guard."

Communities in the area often take of their own and receive attacks by elephants, which have been reported in the absence of a perimeter fence along the boundary.

"Each year, we receive, under support of the government, 52 household farmers on 1.5 hectares of land, the facility has the same."

The densely populated eastern park boundary (GNVH) Nyambao says elephants are becoming a menace in the area.

"I don't know when we started seeing elephants travelling our houses. Even then, the situation was not bad. It was around April, we saw the situation getting bad. It was around April, we saw the situation getting bad. It was around April, we saw the situation getting bad."

He says infrastructure supporting irrigation is not safe as it and the elephants are getting close to the maize.

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Kasungu fight, briefs the DC, left and MP second

Drying means of irrigation, broken houses and deserted gardens are...

...and in row distance. Today, it will be another person.

Steps in Engaging the Media

1. The concept note was presented to our partner (IFAW) who accepted to fund it
2. The justification
 - Incidents and deaths were still occurring despite awareness
 - Most injuries and deaths were a result of ignorance
 - Some incidents were happening in areas where management were not able to reach due to limited resources
3. All local media houses based at Kasungu town were invited for the 1-day workshop
4. Local media were deliberately selected because they had the power to reach to masses through:
 - Social media
 - Television
 - Radio and most importantly mode of communication being in vernacular language

Training of the media in HEC

One day workshop with the local media

- Why the need for animals and humans to co-exist?
- Elephant behaviour
- Balanced coverage of stories
- Creation of Whatsapp group known as **Conservation Camera** where stories are shared and discussed

6 | LOCAL NEWS

Journalists drilled in wildlife coverage

By Nelson Gonjani

The International Fund for Animal Welfare (Ifaw), in partnership with the Department of National Parks and Wildlife, has trained Kasungu-based journalists in effective reporting on wildlife conservation issues.

In an interview after the workshop, Ifaw Field Operations Manager Gervez Thamala said he hoped the exercise had equipped the journalists with skills in disseminating useful information to the public.

Thamala also said accurate reporting has the potential of changing people's negative perceptions regarding wildlife conservation.

"Ifaw emphasises taking care of lives of both people and animals. The two can thrive together," he said.

The organisation, which is one of the largest animal welfare and conservation charities in the world, is working in Kasungu National Park where, among other initiatives, it is extending a fence it constructed around the park.

Its interventions have resulted in the increase in the population of animals such as elephants with the fence also preventing



THRIVING—Elephant population in Kasungu National Park



THAMALA—The two can thrive together

incidents of human-animal conflicts.

At the training workshop, Central Division Manager for Kasungu National Park

Leonard Moyo, challenged journalists to use the acquired skills "meaningfully".

Moyo said effective reporting has the ability of

boosting revenue as more tourists will be flocking to the park, which is Malawi's second largest.

"The media must advocate for the betterment of Kasungu National Park and Malawi as a whole," Moyo said.

Through its 'Combating Wildlife Crime' project, Ifaw has been active in Kasungu National Park since 2017, "ruthlessly taking poaching of wildlife, upgrading infrastructure and supporting livelihood projects for surrounding communities."

The translocation of elephants and other wildlife including impala, buffalo, warthogs, sable and waterbuck to the park is said to have significantly improved Kasungu's tourism potential.

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Impacts of the mitigation measures (including media)

Increased awareness on behaviour of elephants by local media

Balanced reporting of stories including other wildlife issues like poaching

Reduced HWC incidents

- No incidents of injuries or deaths have been recorded since August 2023
- Cultivation of crops with peace of mind by local communities where fence has been erected



Media engagement - practical examples

Taming 'ecosystem engineer'

WANANGWA TEMBO
MALAWI NEWS AGENCY

Up to the early 1990s, Kasungu National Park, the country's second largest after Nyika, had the largest elephant population, with over 2,000 roaming freely in the protected area. "This was also the case with most of the other species such as buffalo, kudu, sable and harlebeest," explains park manager Ndlovu Kumanga.

However, at the beginning of the new millennium, poachers from the surrounding communities and beyond invaded the park with blazing muzzleloaders shooting game, especially buffalo and elephants for both meat and trophies.

By 2015, the elephant population had plummeted to about 200, rendering the park unattractive to tourists. "This is the period poaching was at its peak owing to lapses in security, largely due to lack of funding."

"Again, this is the time the buffer zone, which averaged 2.1 kilometres in thickness, was invaded and cleared for charcoal, settlements and farming," Kumanga says.

Historically, the park used to be a dwelling place for hunters and their settlement continued into the 20th Century, before the place was proclaimed Fort Alison Forest Reserve in 1922 and later a game reserve in 1930.

Old village sites are still clearly visible today alongside Iron Age artefacts in form of iron kilns and the famous Solonje rock paintings. Thus the invasion of the park for livelihood by the surrounding communities could as well be understood as a takeover of an old lifestyle.

Nevertheless, these actions threaten the future of the park, where



Thandwa (L) and Moyo show beehives to be given to communities

not only the country's largest ironstone woodland sits, but also where ecosystem engineers, as elephants are called for their large contribution to ecosystem balancing, roam.

Following its declaration as a national park in 1970, government gazetted a buffer zone adjacent to the park's south-eastern boundary to limit cultivation, planning, curating, building, carrying, firearms and starting fires.

Averaging 2.1 kilometres in thickness and about 75 kilometres long, the buffer zone has long been cleared for settlements and cultivation.

According to Central Region Parks and Wildlife division manager Leonard Moyo, efforts to save Kasungu National Park became more realistic in 2016 when his

department entered into a partnership with International Fund for Animal Welfare (Ifaw). "We partnered with Ifaw in 2016 and their coming in has helped in securing the park such that by 2021, we were convinced it had finally been fortified."

"This is why in 2022, Ifaw supported us to translocate at least 694 animal species, including 263 elephants from Lilwonde to Kasungu in a restocking programme to boost the numbers of the key wildlife species," Moyo says.

He says high poverty levels among some communities surrounding the park are still posing a threat to conservation efforts and the future of the protected area, stressing that poverty has for a long time forced people to view the park as a source of their livelihood.

Kasungu National Park is surrounded by traditional authorities Lukwa, Siphosho, Mwaasa, Nihunduwa, Mawaasa, Chaba, Chingwa and Kawamba.

"We don't want to slide back to the sad past. This time, we are carrying out various initiatives to support the surrounding communities to build their resilience so that they stop relying on the park for their livelihood," Moyo says.

Under these initiatives, communities have been trained in climate-smart agriculture so that they boost their crop production and become food-secure. In addition, they have been given free tree and crop seeds.



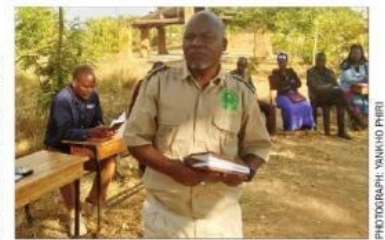
Moyo We should not slide back to the dark past

"We sent lead farmers for training in Zambia to learn how our colleagues are doing that side. We have also provided these lead farmers with bicycles to ease their mobility as they go round communities training others," Moyo adds.

The department has also donated at least

People hail fence around Kasungu National Park

YANKHO PHIRI CONTRIBUTOR



PHOTOGRAPH: YANKHO PHIRI

Communities in Traditional Authority Zulu in Kasungu District have commended the Department of National Parks and Wildlife for constructing an electric wire fence around Kasungu National Park's eastern part.

The intervention seeks to prevent elephants from straying into people's crop fields.

Speaking during an awareness meeting at Thumera Primary School on Demura, group village head Nkhuzikuzi said elephants from the park destroyed crops and attacked people.

He said: "We thank the Department of National Parks and Wildlife and the International Fund for Animal Welfare (Ifaw) for responding to our request

to construct a fence around the park.

"People were spending sleepless nights because they had to be alert in case elephants strayed into the village. We also lost some people who were attacked by the animals."

A community member from Chulu Trading Centre, Jerome Matandika, alleged that in June, an elephant

killed a man. "We were living in fear. People were afraid to go to their fields to harvest," he said.

In his remarks, Department of Parks and Wildlife division manager (Central) Leonard Moyo asked the communities to cooperate with the department as the project continues.

He said: "We have sourced some funds from Ifaw to construct a 27-kilometre electric wire fence this side [eastern side] to protect the community which has endured some pain in the past six months.

"We have so far constructed seven kilometres and we are remaining with the other 20."

Since the translocation of 250 elephants from Lilwonde National Park in Machinga to Kasungu National Park in September last year, the number of animals has increased in the park, making some to stray to neighbouring villages.

Government last year translocated about 500 different in species of animals from Lilwonde National Park to Kasungu to boost tourism. ■

Media engagement - practical examples

Malawi News Agency
31 October 2023 · 🌐

#ManaNews

Government moves to reduce human-animal conflict

Kasungu, October 31: Minister of Tourism and Wildlife, Vera Kamtukule says the newly recruited game rangers and wildlife assistants will complement the already existing government's efforts to scale down human-wildlife conflicts in all national parks across the country.... [See more](#)



Way forward

- **Rolling out radio programs** on Human-Wildlife Conflicts including other wildlife issues (to be funded soon)
 - Panel discussions
 - Phone in programs
 - Playing of jingles warning the public about elephant behaviour
- Creation of **social media platform** for Kasungu National Park ie Facebook where the public can access information about the park
- Creation of **website** where the public, especially tourists can access information about the park
- WhatsApp Group known as **Conservation Camera** to continue
- **Follow up workshop** with the media houses to assess the impact of the first training
- Installation of **signposts in strategic sites** warning the public about elephant movements



Dr. Franziska Steinbruch
Senior Officer of GIS and Research
National Administration of Conservation
Areas, Mozambique



Connotation of Human-Wildlife Conflict reflected in Media

Administration of National Conservation Areas, Mozambique Project Team

Contents

1. *Motivation*
2. *Changing connotation of HWC in media*
3. *Actions*
4. *Lesson learnt from trainings*
5. *Challenges*
6. *The Advice*



1. Motivation

Achieve Impact in a country of this size

Levers of transformational change

Lessons learned from GEF-6 to build on in GEF-8

1 Address priority threats to wildlife

Must address at least 1 of these

- Illegal wildlife trade
- Human-wildlife conflict
- Unsustainable trade, exploitation, or use of wildlife
- Generating benefits for conservation and livelihoods from wildlife-based economies

+ can choose to address

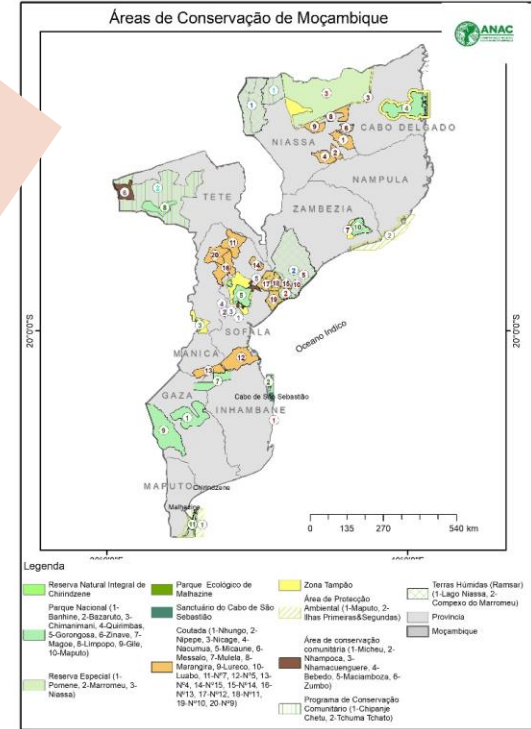
Addressing zoonotic spillover risk can be captured as relevant

2 Cooperation with other countries

3 Integrated results and co-benefits

4 Testing and scaling innovations

5 Promotion of behavioral change and social change approaches



2.a Changing connotation of HWC in media

Understand where society comes from and how media portrait major paradigm changes

Mid 19th to early 20th Century

Traditional hunting practises and hunter's castes integrated in local communities

Emergence of sports hunting for privileged groups of colonial powers

International trade of trophies and wildlife products via the active engagement of local leaderships

Till 1920s

Discoveries about **tropical diseases, their vectors and wildlife hosts** - public debate and actions

Mass extermination of wildlife that should benefit urbanization and livestock farms - mass extraction of wildlife products by imperial powers

Voices calling for **wildlife preservation** - creation of game reserves

Formulation into a responsibility to bring human development and preserve Africa's megafauna

1930-1940s

Veterinary services, **scientific institutions** and laboratories established in wildlife hotspot areas / **expert knowledge exchange**

Controlled wildlife removal - Creation of favourable conditions for large livestock farms

Consequent **segregation of space** - confinement of wildlife to large game reserves / separate space for socio-economic development

Sanitary buffer and veterinary fences

1950-1970s

Era of Rational utilization and manipulation of natural resources

Tropical parasitology and systematic eradication programs directed against parasites that devastated wildlife diversity

Initiatives of **wildlife domestication** on a range of species

Value-concept of habitat and wildlife emerged - **Wildlife as a heritage**

Commercialization of hunting / **hunting safari industry** - wildlife translocations to augment tourism experience

Wildlife and game reserves attracted **international tourism**

2.b Changing connotation of HWC in media

1960-early 1980s

Emergence of **photo safari business** - Game reserves were changed into National Parks
Tourists came to see Africa's wildlife in its natural habitat

The role of scouts and hunters changed to law enforcement officers and rangers - ranger school established

Concept of **the preserved habitat as a land use zones**

After 2002 to 2012

Massive engagement of government into conservation / **Wildlife restocking** / Proclamation of new conservation areas

Dedicated space for environmental topics in Mozambique's main Newspaper

Cases of anti-poaching, illegal exploration of wildlife in news for first time

Human-wildlife conflict dominates political agenda / Human-wildlife conflict mitigation strategy approved

Resettlement of entire villages to make space for wildlife

Mid1980s to 1992

Vandalism and poaching of national parks and game reserves

Land mines and refugees - **trauma to people and wildlife / man-eating wildlife**

after 1992 to 2002

Absence of accurate wildlife data - **reporting based on outdated information**

Natural resources exploration

Debate about settlements inside conservation areas

Benefits for local communities - wildlife quota

Human-wildlife conflict appears as a problem in public media

After 2012 to today

Wildlife crime arrests and poachers in news / legal framework evolved

Conservation areas as tourism products / environmental education / Wildlife and habitat as backdrops for events and advertisements

Concept of ecological corridors

Climate change induced human-wildlife-conflicts

Human rights - animal rights

3.a Actions - Workshop I

Journalists and social media professionals **contributing** to Conservation:

About 80 participants.

Topics covered:

- Wrong use of terminology (not understanding terms)
- Reporting correctly on responsibilities of actors (administrative, penal)
- Use sources and verified data
- Firm knowledge of conservation legislation
- Negative and positive impacts of reporting
- Need to cooperate

3.b Actions - Workshop II

Communication-led by professionals of conservation areas / Conservation Area as part of one public entity:

About 40 participants

Topics covered:

- Need to share contents (“who does not communicate does not exist”, “someone else will fill the void”)
- Need to construct the desired image
- Techniques of communication
- Use of technology for communication
- Collection and compilation of contents that feed public media outlets
- Network of Focal points established



4. Lessons Learned

Instruments in place:

- ANAC has a Communication Strategy which provides a solid framework
- Mozambique has a Human-Wildlife Conflict Mitigation Strategy decree gazetted in 2009
- Almost all of the conservation areas have social media outlets and a webpage

Willingness to Cooperate:

- Proactive use of media to report on successes and to educate the public
- Openness of AC professionals to interviews with media
- Media professionals willing to expose themselves to ongoing activities in conservation

Need for Professionalism

- Development of norms (standard background information, Dos/Don'ts)
- Research and investigation is required as basis of quality information

5. Challenges

- Engagement with community radio
- Portuguese language is not commonly used in communities and conservation language is not readily available in neither language
- Social media coverage - competent handling of reader's comments
- Incomplete or wrong information base used by journalists (ignoring contents produced by scientists or experts)
- Conservation staff is usually not trained in social communication methods
- Quality of reporting
- Speed of fake or outdated news
- Impact of negative opinion-making on entire conservation efforts and businesses
- Researchers lacking capacity to communicate results to broader audiences

6. Advice

Budget for communication

Develop a glossary of terminology common in conservation topics

Develop guidebooks for journalists in local languages

Equip journalists and social media professionals with knowledge about legislation and biodiversity agenda

Journalists need to make use of expert knowledge

Researchers to produce highlights from their results sharable with a non-science audience

Get professional assistance



Ricardo Moreno,
Wildlife Biologist and CEO, Yaguara
Panama Foundation

Natalia Young,
Vice president of the Yaguará Panama
Foundation





Supported by



GEF Implementing Agency



Executing Partner



Project Executing Entity



GWP Panama Project “Conservation of Wildcats and Prey Species Through Public-Private Partnerships and Human-Jaguar Conflict Management in Panama”

Human-wildlife conflict and media: *media engagement with jaguar in Panamá*

Ricardo Moreno & Natalia Young, GWP Panama Project

January 25, 2024

¿How has media coverage on jaguar changed in Panama?

MIÉRCOLES 23 FEBRERO 2024

E-PAPER

LA ESTRELLA DE PANAMÁ



NEWSLETTER

ECONOMÍA

La calidad de noticia ambiental requiere ser mejorada en Panamá

ANAM: AUTORIDAD NACIONAL DEL AMBIENTE / MEDIO AMBIENTE / PERIODISMO

En su intervención, el profesor Tuñón se refirió a aspectos cuantitativos y mencionó que en la muestra recogida en la investigación, se encontró que un 31% de la información que se publicaba en todos los diarios durante el período seleccionado, se refiere al tema ambiental y que en cuanto a artículos, el 4.1 corresponde a este referente. En los editoriales, la cifra llega a un 5.1%.

Foto: NatGeo by Steve Winter

El jaguar o tigre americano

Por: Ricardo S. Moreno R.
Amigos del Museo
de Vertebrados de la
Universidad de Panamá

Clase: Mammalia
(Mamíferos)
Orden: Carnívora
(Carnívoros)
Familia: Felidae (Felinos)
Nombre científico: *Panthera onca*
Nombre común:
Jaguar o Tigre Americano

Características: El jaguar o tigre es un carnívoro de la familia de los felinos o gatos. Es un animal de grandes dimensiones, muy robusto, bastante parecido al leopardo africano, sobre todo por el patrón de manchas del pelaje. En el jaguar las manchas tienen formas de rosetas grandes. Tienen la cabeza grande y redondeada, el pelaje corto, denso y muy suave, con una tonalidad amarillo leonado. También existen algunos jaguares que son melánicos, o sea, son completamente negros. A los jaguares de este color los campesinos le llaman pantera. En algunas ocasiones se da el caso contrario a condición melánica, es la condición denominada albinismo, o sea con completamente blancos. Generalmente el macho es más grande que la hembra, es ágil, vivaz, buen nadador, trepador de ár-

boles a pesar de ser tan robusto. Su habilidad para trepar se lo debe a sus grandes garras retráctiles, similar a la de los gatos domésticos, igualmente el jaguar posee unos grandes dientes caninos utilizados para matar sus presas.

Las dimensiones del jaguar varían según el tipo de ambiente en que se encuentre. Existen ejemplares con longitudes corporales de un metro y medio hasta dos metros y cuarto, incluyendo la cola, que tiene longitudes de 55 a 80 centímetros. Su alzada o estatura es de un metro a un metro y cuarto y pesa entre 132 a 350 libras. 68-75 cm

Distribución: El jaguar se distribuye en las tierras bajas hasta los 2000 metros de altura desde el sur de México por toda Centroamérica, Sudamérica hasta el norte de Argentina. En Panamá está distribuido en los reductos selváticos que quedan, como es el caso del Parque Internacional La Amistad, El Parque Nacional Chagres, El Parque Nacional Darién y probablemente quedan algunos individuos en los bosques del Parque Nacional Soberanía. No se tienen datos completos, ya que no se ha estudiado la población de esta especie en nuestro país.

Hábitat: El jaguar está presente en las grandes selvas vírgenes y húmedas tropicales,

cerca de pantanos, ríos, arroyos, lagunas con vegetación densa que les provee de refugio y escondite para acechar sus presas. En Panamá el hábitat de esta especie sigue disminuyendo debido al uso no sostenible de las zonas boscosas del país. La mayor parte de los bosques han desaparecido para dar paso a la agricultura de subsistencia y luego a los potreros para la cría de ganado.

Costumbres: Generalmente es un animal solitario, excepto en la época de celo. Es principalmente nocturno; difícilmente visita áreas abiertas. Prefiere los bosques o selvas húmedas de las tierras bajas. Prácticamente es un animal terrrestre, pero capaz de trepar árboles y zambullirse en el agua y nadar perfectamente bien. Le agradan más las horas crepusculares y las noches claras. También se le puede encontrar en los manglares.

Alimentación: Su alimentación es muy variada. Según el tamaño del jaguar, puede alimentarse de ciervos, tapires, ponchos, puerco de monte, fleques, armadillos, conejos pintados, caimanes, cocodrilos, iguanas, tortugas terrestres y marinas, pequeños roedores, aves, monos, perezosos, peces, serpientes y otros animales.

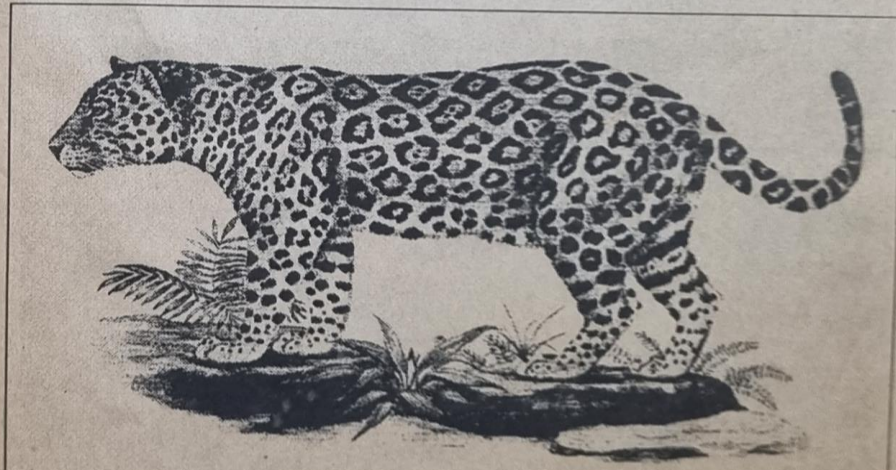
Reproducción: En otros países se ha registrado un pe-

ríodo de celo desde agosto a septiembre. El período de gestación o preñez es de 98 a 105 días. Por lo general la hembra da a luz de dos a tres cachorros en sitios como matorrales, rafces y huecos de árboles. Los cachorros a las 6 semanas acompañan a la madre para aprender las técnicas

de caza y a los 20 meses se independizan. El período de vida de un jaguar oscila entre los 19 y 21 años.

Estado actual: Por ser muy cazado es uno de los muchos animales en peligro de extinguirse. Su persecución obedece principalmente a las siguientes razones: Por su piel,

colmillos y garras; por ser considerado un animal dañino para la cría de ganado y por ser considerado un trofeo de caza deportiva. De continuar la agresión a una especie tan vulnerable como el jaguar, éste desaparecerá en un futuro no muy lejano, irremediablemente de nuestros bosques.



El jaguar

El jaguar o tigre americano es un carnívoro de la familia de los felinos o gatos. Sus dimensiones varían según el tipo de ambiente en que se encuentra y existen ejemplares con longitudes corporales de un metro y medio hasta dos [redacted]. Su distribución es a través de las tierras bajas hasta los 2000 metros de altura desde el sur de México por toda Centroamérica, Sudamérica hasta el norte de Argentina.



Scientific information did not reach the media, media professionals are not wildlife specialists

YAGUARÁ
P A N A M Á

VIII. JAGUARES (*PANTHERA ONCA*) EN PANAMÁ;
ESTADO ACTUAL Y CONSERVACIÓN

RICARDO MORENO,^a AÍDA BUSTAMANTE,^b
PEDRO MÉNDEZ-CARVAJAL,^c JULIO MORENO^d

Journal of Mammalogy, 87(4):808–816, 2006

**COMPETITIVE RELEASE IN DIETS OF OCELOT
(*LEOPARDUS PARDALIS*) AND PUMA (*PUMA CONCOLOR*)
AFTER JAGUAR (*PANTHERA ONCA*) DECLINE**

RICARDO S. MORENO, ROLAND W. KAYS,* AND RAFAEL SAMUDIO, JR.

Smithsonian Tropical Research Institute, Box 2072, Balboa, Ancon, Panama (RSM, RS)
New York State Museum, 3140 CEC, Albany, NY 12230, USA (RWK)

*Present address of RSM: Programa Regional en Conservación y Manejo de Vida Silvestre,
Campus Omar Dengo, Apartado 1350-3000, Heredia, Costa Rica*

THERYA, 2016, Vol. 7 (1): 65-76

DOI: 10.12933/therya-16-341, ISSN 2007-3364

**¿Son las áreas protegidas en Panamá lo suficiente
para sostener comunidades de ungulados intactas?**

**Do protected areas in Panama support intact
assemblages of ungulates?**

Ninon F.V. Meyer^{1,2*}, Ricardo Moreno^{2,3}, Edgar Sanches², Josue Ortega², Elliot Brown² and Patrick A. Jansen^{3,4}

¿How to go from fear to connection with jaguar?

PANAMÁ

Jaguares en área de desaparecidas



Se meten a las fircas a la luz del día.

CORTESÍA - EL SIGLO

sábado 21 de junio de 2014 - 12:00 a.m.

Horacio Trotman
horacio.trotman@esiglo.com.pa

Las holandesas pudieron ser presas fáciles de los felinos

Temen por presencia de jaguar en el Valle de Antón

Preocupados se encuentran los pequeños ganaderos de El Valle de Antón por la presencia aparentemente de un jaguar que ya ha acabado con cinco reses.

Elena Valera @ElenaValera1 - Actualizado: 13/1/2016 - 02:15 pm



Preocupados se encuentran los pequeños ganaderos de El Valle de Antón por la presencia aparentemente de un jaguar que ya ha acabado con cinco reses, un caballo y los mantiene alarmados. El animal ya está en áreas pobladas y hasta se ha comido varios perros.
Los afectados aseguran que ya son miles de dólares en pérdidas y piden a la autoridad del ambiente ser tomados en serio para que puedan cazar al animal.
Yovany Greco, ganadero del área dijo que están preocupados, pues ya son varias reses y un caballo los que este jaguar y su cachorro han atacado, lo que

El jaguar no come gente

El turismo sostenible comunitario es una opción para la conservación del gato más grande de América.

12 jul 2014 - 12:00 AM



Muchos jaguares son cazados debido al temor que se les tiene y al conflicto con los ganaderos. CORTESÍA /Ricardo Moreno.

Que el jaguar está amenazado por la destrucción de los bosques, la cacería de sus presas y de sí mismo, debido al conflicto con los ganaderos -cuando se ve obligado a cazar perros, vacas o caballos al no hallar comida en su hábitat- es un problema harto conocido. Lo novedoso, y que ya se implementa en Panamá, es la práctica del turismo sostenible comunitario como una opción para promover su conservación, partiendo de la premisa de que un jaguar vale más vivo que muerto. Los habitantes de las zonas cercanas a los bosques y los turistas aprenden a valorar el hábitat de este gran felino siguiendo sus huellas, a la vez que las comunidades perciben ingresos de estas actividades.

NACIONALES

Bocatoreños no deben tenerle miedo al puma o jaguar

Publicado el: 18 de abril del 2016, 12:45 PM

COMPRENSA



Preocupan ataques de jaguares en Parque Nacional Chagres



To change the narrative, it is necessary work with the media

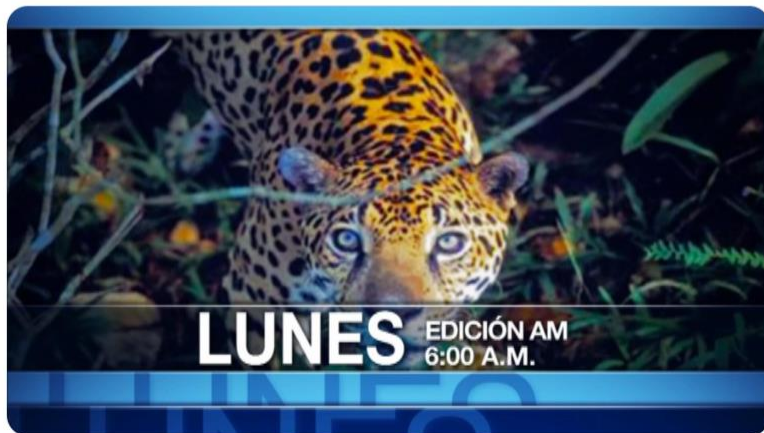
"7 dogs have been devoured by jaguars. Residents of Lago Alajuela are terrified. This Monday on Morning News."



TVN Noticias
@tvnnoticias

...

7 perros han sido devorados por jaguares. Residentes de Lago Alajuela están atemorizados. Este lunes en Noticias AM



9:07 p. m. · 6 jun. 2014

"This Monday, @elkiriam will present a report on jaguars, ecosystem destruction, and the struggle of those who protect them."



TVN Noticias
@tvnnoticias

...

Este lunes @elkiriam presentará reportaje sobre jaguares, destrucción de ecosistema y lucha de quienes lo protegen



8:28 p. m. · 7 jun. 2014

¿How to provide information that affects the media agenda and generates interest in your audience?

- Provide accurate, timely and scientific information
- Train scientific spokespersons and disseminators
- Trust and permanent dialogue
- Collaborate with media to create content
- Engage local communities
- Use social networks
- Social media community groups
- Mobile phone communication

 Panamá América

Se preparan para el Censo Nacional del Jaguar

El Ministerio de Ambiente (Miambiente) en colaboración con la Fundación Yaguará Panamá y ONU Medio Ambiente se preparan para el Censo Nacional del Jaguar en la...

15 jul 2023



 TVN

Jaguares en Panamá: Lucha por la conservación del jaguar en Panamá trasciende fronteras - Contenido Exclusivo | Tvn Panamá

Según investigaciones de Yaguará Panamá, desde 1989 hasta 2022, al menos 378 jaguares fueron abatidos en el país principalmente por el conflicto con los dueños...

25 jun 2023



 ECO TV Panamá

El jaguar, podría desaparecer en 50 años en Panamá

Entre 1989 a febrero de 2023 se tiene un conocimiento de 388 jaguares matados en el territorio nacional y principalmente por retaliación y venganza por la...



We change the way we provide information



quinnannette • Siguiendo



quinnannette Editado • 326 sem

La Palma-Darién guarda tranquilidad ante llegada de Puma.

Personas de la comunidad contactaron ayer lunes a las 6 p.m. a las autoridades para reportar la llegada de un puma en su área.

Por lo que Ricardo Moreno (Héroes por Panamá) coordinó con Jorge García de MIAMBIENTE y con la Subcomisionada de Policía Ecológica su custodia y protección.

Ambas instituciones actuaron rápidamente para controlar la situación y brindar recomendaciones. Dentro ellas la calma y no molestar el animal. Tranquilizando a la comunidad y evitando que lo agarraran, previniendo un accidente.

La recomendación fue dejar al puma

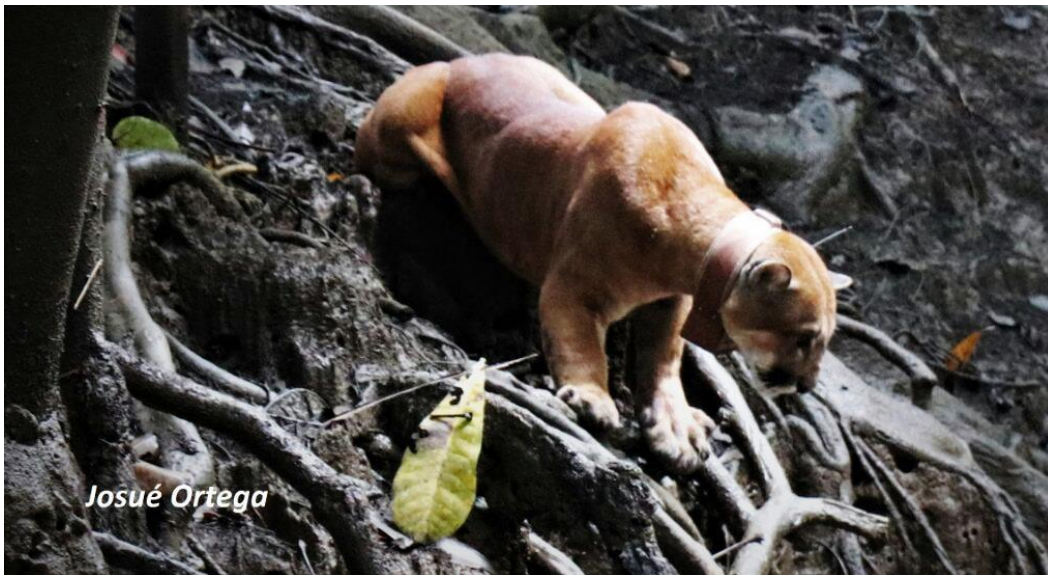
Build a good long-term relationship with journalists and reporters



CRÍTICA.com.pa

SUCESOS NACIONAL POLÍTICA SHOW DEPORTES MUNDO WHATSAPP CRI INSÓLITAS MULTIMEDIA IMPRESO

Puma vuelve a su hábitat natural



Media and social media can change public and political response

Piden mano dura contra los que comentan delitos ecológicos



Tres personas identificadas por muerte de un jaguar en Darién



POR REDACCIÓN DE TVN NOTICIAS
17/06/2019 - 9:33 AM



La jefa de Áreas Protegidas del Ministerio de Ambiente (MiAmbiente), Matilde Barrios dijo que tras la muerte de un jaguar en el sector de Filo del Tallo en la provincia de Darién, se han identificado a tres personas, que supuestamente están involucradas en el hecho.



TOP 5 - 'MÁS VISTAS'

- 1 Imputan cargos por supuesto encubrimiento al padre David Cosca
- 2 Incluyen nuevamente a Panamá en la Lista gris del GAFI
- 3 Identifican cadáveres de fallecidos en accidente de Las Cumbres
- 4 Lo que debes leer antes de dormir

Collaboration with allies and implementing partners of the Project



Who we are ▾ Where we work ▾ What we do ▾ Publications & data 

Home / News, Stories & Speeches / story


29 NOV 2021 | STORY | NATURE ACTION

In Panama, a cattle rancher leads the way in resolving human-jaguar conflict



WHO WE ARE WHAT WE DO WHERE WE WORK UNDERSTANDING POVERTY WORK WITH US 

Who We Are / News

This page in: English | 

FEATURE STORY | NOVEMBER 25, 2021

The 3 C's Vital for Jaguar Conservation: Coordination, Connectivity, and Coexistence



El reino del jaguar



PNUD PANAMA
936 suscriptores

Suscribirse

👍 47



➦ Compartir



El compromiso con la igualdad de género

Stories about people



...además, existen, hacen y damos soporte, creación de una especie con identidad y cultura de género, establecimiento de roles, reconocimiento de roles, establecimiento de roles, establecimiento de roles...

De esta forma se mejoran los ingresos productivos y aumenta la sostenibilidad, reduciendo los riesgos asociados a la dependencia de empresas extranjeras que operan...

¿Por qué? Porque en la experiencia del Grupo Banco de Comercio para la Conservación del Jaguar (GBCJ)...

Algunas, generalmente las mujeres se ocupan más que los hombres a la caza, incluso en los hombres que no ni haber al jaguar...

El proyecto liderado por la Unión de Mujeres de Comercio para la Conservación del Jaguar (UMCCJ)...

Este esfuerzo realizado en Panamá busca fortalecer el rol de las mujeres en la conservación de la biodiversidad...

Para obtener y dar los mejores beneficios de su participación y...

El hecho es que tener evidencia como tal, en Panamá, requiere trabajo...

Para empezar, se ha observado que las estadísticas de género...

El hecho es que tener evidencia como tal, en Panamá, requiere trabajo...



El hecho es que tener evidencia como tal, en Panamá, requiere trabajo...

El hecho es que tener evidencia como tal, en Panamá, requiere trabajo...



Panamá, parte crucial del corredor migratorio de las Américas para el jaguar, ha adoptado el mandato de incluir a las mujeres como participantes iguales en todos los roles dentro del proyecto "Conservación de felinos silvestres y especies de presas a través de alianzas público-privadas y la gestión de conflictos entre humanos y jaguares en Panamá".

en la conservación del jaguar



| ANIMALS |



To save jaguars, he acts like a jaguar

In Panama, jaguars in fragmented territory have clashed with local ranchers and livestock. Now a National Geographic Explorer has a plan to turn the embattled species and ranchers into unlikely allies.



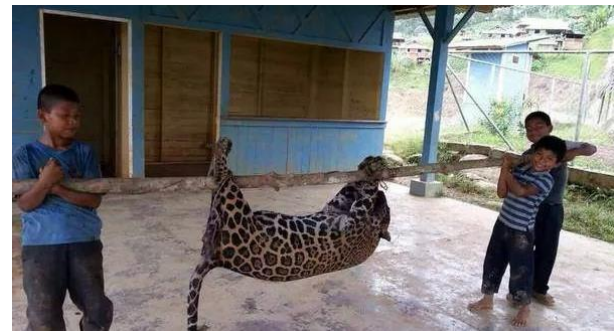
Rikky Azarcoya



Erick Pinedo

What are the changes?





¿Could there be a relationship between media coverage and the jaguar killings?





The media has the power to influence public opinion and contribute to generating an emotional connection between people and jaguars.





N'Djé Hamey,
National Project Coordinator, GWP Mali
project



REPUBLIQUE DU MALI

Un peuple-Un but-Une foi

Ministère de l'Environnement, de l'Assainissement, de la Gestion des Forêts et du Développement Durable (MEADD)
Direction Générale des Eaux et Forêts (DGEF)



Thème : Présentation sur le conflit Homme éléphant avec l'adhésion de la presse - cas du Mali

2024

PROJET DES ELEPHANTS DU GOURMA

Gestion Communautaire des Ressources Naturelles qui résout les Conflits, améliore les Moyens de Subsistance et restaure les écosystèmes dans l'ensemble de l'aire de répartition des éléphants

☎ 20 23 05 84

🌐 ndjehamey@yahoo.fr

📍 Centre commercial, rue Louis Archinard porte 547



Media Engagement on Human- wildlife conflict

EXPERIENCE FROM MALI

Why did we get involved with the media?



Our approach to the media emerged following an **increase in HWC incidents** in Gourma Mali, i.e. in the project area.



We saw the **need to inform** communities about the behavior and movements of elephants, not to tease them, and to preserve the natural resources shared by humans and elephants, such as food.

How did we get involved with the media?



- The project area is located in **central and northern** Mali. It covers the regions of : Douentza, Bandiagara, Timbuktu and Gao.
- Activities and elephants can be found in **rural areas throughout** the country.

In the area, there are **rural radio stations that people listen to**. These radios are in these communes for their socio-economic development; hence we chose rural radios to broadcast information.



How do we engage with the media?

We followed a methodical approach to selecting media where there was an impact, i.e. where there was a need.



Firstly, an **in-depth analysis of the main media** in Mali, including television, radio and the press, was carried out.

This analysis focused on the **reach, audience, credibility, integration and geographic coverage** of each medium.



Mali's Gourma elephants are considered to be **of national and international importance** for several reasons, and represent 12% of all West African elephants, so their protection is a national matter.

Hence the choice of **national television** and some popular **private channels**.



There are **private presses interested in** safeguarding and protecting the **environment**. Hence the choice of these print media.



How do we engage with the media?

All these communication channels are selected according to **listening level**.



A list of all the media channels and journalists in Mali has not been drawn up, but the choice is made according to the **zones of invention and the level of dissemination of messages** at local and national level.



We have not officially compiled an exhaustive list of all the relevant media channels and journalists in Mali. But the choice also takes into account experience in covering **environmental and conservation issues**. The final selection was based on the media's ability to reach our **target audience** and communicate effectively on the project's objectives and impacts.

How do we engage with the media?



The government had no pre-existing **partnership** with specific media on the project, but it is created **according to needs, localities and targets**.



There are no long-term service **contracts**, as there is no budget line to cover costs. The service is requested **when needed**, and is used for that purpose, i.e. for the service rendered.

How do we engage with the media?

- As the **government's representative** in the implementation of the project, the project management unit addresses the media at all times to raise awareness of natural resource management throughout the Gourma elephant range.
- In the event of human-wildlife conflicts, the media are always contacted to **raise awareness among the victims.**



Letters are sent to the editor and or an e-mail is sent to the media to **define the service.**



We also used **instant messaging** platforms such as WhatsApp to ensure rapid dissemination of information and facilitate follow-up.



Today with the development of communicative technology, **WhatsApp and Facebook** are used for communication. with the media must be **adaptive**, adjusting to journalists' preferred channels and maintaining an ongoing relationship to ensure balanced and accurate coverage of the project.



How do we engage with the media?

Practical case of elephants outside the reserve

In November 2023, **around a hundred elephants left the reserve** for the village of Konna, around a hundred kilometers from Mopti.

As soon as the situation was brought to my attention, I asked the Douentza Regional Director of Water and Forests, who is the head of the anti-poaching brigade, to make a **radio announcement** in the various languages spoken in the area to raise community awareness and prevent the worst from happening (see attached notice and radio announcement).

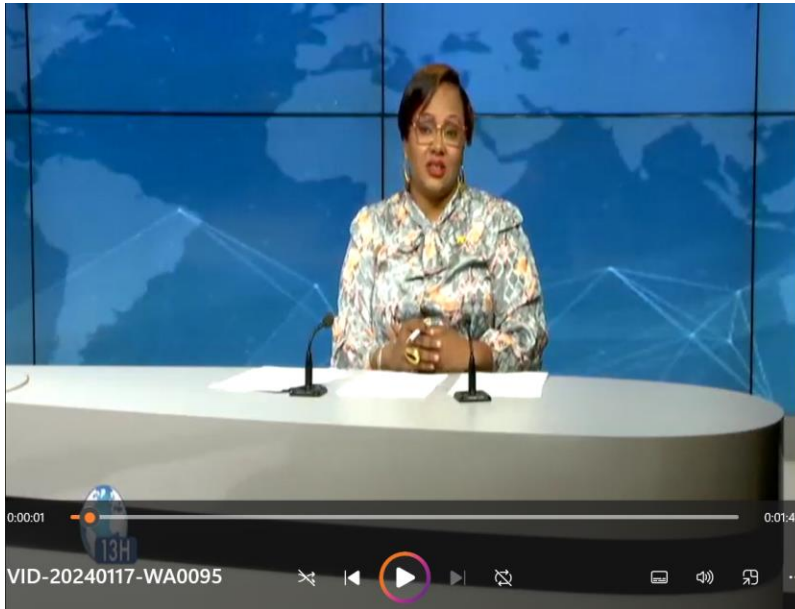
The elephants stayed for over a month, but today they returned to the reserve **without a major incident** to the local community.

Raising awareness, elephants in the pond frequented by herders



Announcements on national television

Communiqué à télé après on va coller



Results

1. Change of perception

Increased awareness has contributed to a significant shift in perception, from a negative view to a more nuanced understanding of the issues.

2. Public engagement

The media played a key role in mobilizing the community, encouraging active participation in wildlife preservation programs.

Thank you!

Website: <https://www.worldbank.org/en/programs/global-wildlife-program>.

Email gwp-info@worldbank.org