



We need you to be magnificent

Re-Inventing Magnificence

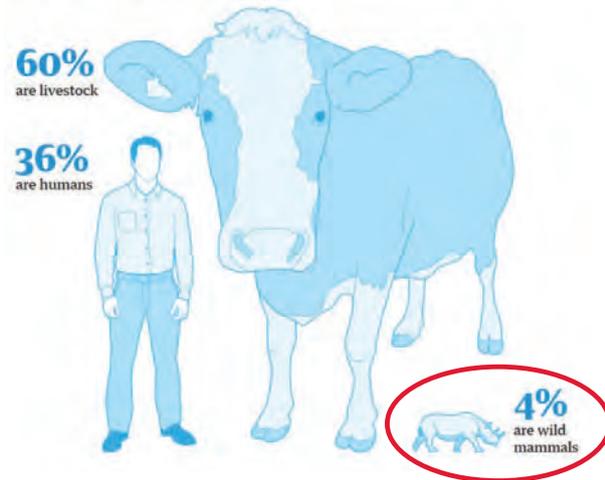
Magnificence is a concept steeped in history but, in the main, the notion went out of fashion with the Industrial Revolution; it is related to the positive uses of wealth. Giovanni Pontano, an Italian humanist, called magnificence the “fruit” of wealth. Currently, wildlife and the natural world are bereft of magnificence, with only 0.3% of non-government donations going to wildlife conservation.

Nature Needs More Ltd and For the Love of Wildlife Ltd, both Australian based Charities registered with the Australian Charities and Not-for-profits Commission, are seeking an investment partner who will support our work tackling the wildlife trade, as we provide pragmatic solutions to the accelerating extinction crisis.

There is an issue decimating wildlife and the natural world, which if tackled now can produce an immediate, significant and positive impact. The legal trade in flora and fauna is based on an outdated system, full of loopholes, enabling the laundering of illegal ‘products’ into the legal, global marketplace.

The legal trade (worth US\$320 billion annually) and illegal trade (worth up to US\$260 billion annually) in endangered species is one of the most lucrative trades in the world; according to the UN Environment Programme it is growing at 2-3 times the pace of the global economy. This trade is essentially unmanaged and unregulated; CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) only receives core funding of US\$6 million annually to monitor and manage this legal trade. This imbalance has been allowed to become entrenched over the 44 years that CITES has been in force; this is why we need your help to drive change. **Go on - be Magnificent!**

Of all the mammals on Earth, 96% are livestock and humans, only 4% are wild mammals



Less than
20,000



Less than
25,000



Approximately
1,000



Just over
3,000

Nature Needs More and For the Love of Wildlife are prepared to set aside ideological considerations to find pragmatic solutions to the extinction crisis. In the six years we have been volunteering our time and spending our personal funds we have had significant successes, including:

1. For the Love of Wildlife successfully worked with the Australian Government to stop the importation of lion trophies and body parts into Australia, a global first. This extraordinary example was followed by other countries including France and the Netherlands with the US implementing strict import laws. As a result of this work, Donalea Patman, Founder of For the Love of Wildlife was awarded an OAM.
2. Nature Needs More has driven change in the conversation sector, creating highly targeted demand reduction campaigns, by introducing human behaviour change models to the sector in 2013.



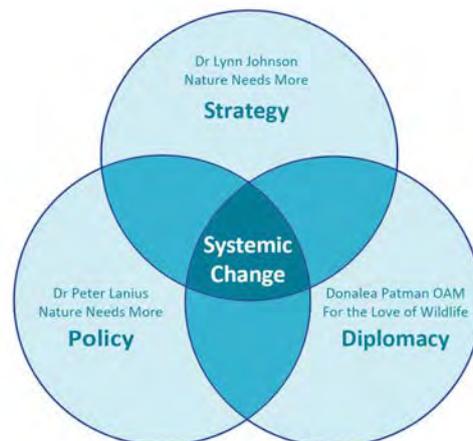
3. In November 2018 Nature Needs More co-hosted a symposium (Extinction: The Vulgarly of Desire) and exhibition (Rhinoceros: Luxury's Fragile Frontier) in Venice, highlighting the impact of the destructive pseudo-luxury market is having on the natural world. A key objective was to start educating the Influencers from luxury global brands about the consequences of driving up desire for endangered species.
4. Together, our organisations have worked with the Australian Government to address the unregulated domestic trade in elephant ivory and rhino horn, hosting Australia's first ivory and rhino horn destruction event and triggering a Parliamentary Inquiry which resulted in bipartisan support to enact a national domestic trade ban.
5. CITES Modernisation – in just 5 months we have presented our concerns regarding the CITES trade permit and monitoring system to over 25 signatory countries and, as a result, have been asked to facilitate the evolving discussion on how to modernise CITES.

Our Request

We know we are on the right track and our approach can make a significant difference for wildlife. At the same time, we have to be realistic, because these projects have grown to the level that we can no longer cover all the costs personally. We are seeking a sponsor who understands the critical importance of what we are undertaking and will assist in covering part of the cost of our work for the next 3 years.

We need a working budget of AU\$220k annually for the next 3 years; a total of AU\$660K (US465K, €412K, £370K).

The support we are seeking covers the work of three people; Donalea Patman OAM, Founder of For the Love of Wildlife Ltd, Dr Lynn Johnson and Dr Peter Lanius, Co-Founders of Nature Needs More Ltd. Our collective skills and collaboration over the last two years has resulted in advancing difficult projects and disruptive change very quickly; we get results.



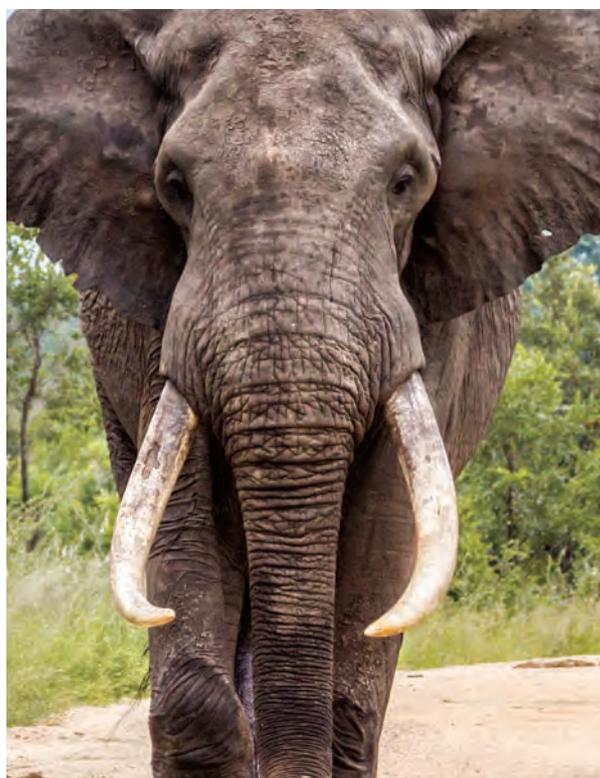
How Will The Funds Be Used?

Project 1: CITES Modernisation – Supporting our attendance at CoP18, Standing Committee Meetings and Working Groups to progress our proposals for modernising CITES. In addition, travel to the US and South America to lobby our proposal with governments and NGOs (e.g. US Fisheries and Wildlife, USAid, UN, F360, GEF).

Project 2: Currently wildlife is not factored into the evolving Sustainable Fashion Strategy. The (luxury) fashion industry is one of the largest consumers of wildlife products such as exotic skins, bone, shells, corals and botanicals, but it does not invest in the legal compliance and transparency of its supply chain. This project builds on the work started in Venice with Extinction: The Vulgarly of Desire and the initial connections made with key industry groups. The next stage requires consistent involvement with key industry groups, including attendance at Copenhagen Fashion Summit, participation in CITES SARCA group and working with the Global Fashion Agenda.

Project 3: The knowledge acquired as a part of the project to ban the importation of lion trophies into Australia highlighted the need to address the trophy hunting industry more broadly. As with the CITES, the system monitoring and managing trophy hunting industry is antiquated, fragmented and requires modernisation. The hunting industry must contribute and invest in the systems needed to provide transparency, traceability and to decisively prove that, as they state, trophy hunting has a positive impact on wild populations and conservation.

With all of these projects, we are not saying that trade must be stopped, but that trade must be transparent, traceable, well-managed and well-resourced to ensure that there are no loopholes for the illegal trade; and that all use is proven to be ecologically sustainable.



Why Magnificence?

Historically, magnificence was the term used for the undertaking of great projects and actions designated to the public/greater good.

It was understood as a moral framework that obliged those who were wealthy to do something that was of value to society and hence could highlight the wisdom and prestige of the person undertaking the project. The exact nature of what was valued most at the time depended on circumstance, but it often involved public buildings (libraries, cathedrals, temples, universities and later museums or art galleries).

The spirit of such magnificence was generosity, virtue, honour and a desire to leave a lasting legacy. Examples are found in all historical civilisations, but, in the main, the concept went out of fashion with the Industrial Revolution.

We seek trailblazers, people with the resources to set examples and demonstrate that we can engage with nature on a balanced footing and that we can undo some of the damage we have already done.



*Giovanni Pontano, an Italian humanist and poet,
called magnificence the
“fruit” of wealth.*

*Go on -
be magnificent!*

Donalea Patman OAM has a background in corporate business with more than 25 years' experience in corporate communications for both Australian and International companies. Her first senior position was Director (at the age of 24) for a design group owned by Australian public company Elders Resources. She is now a company director, practicing designer, animal advocate and lead figure in working with the Australian Federal Government in addressing the plight of wildlife. Launching For the Love of Wildlife in early 2014 to create a professional platform to campaign for wildlife, an Australian registered charity with deductible tax status. Named in the Queen's Birthday Honours List 2017 and awarded an Order of Australia Medal for her work for animal welfare.

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NATURE NEEDS MORE

Dr Lynn Johnson originates from the UK and moved to Australia in 1996. She holds a PhD in particle physics. Lynn's career has taken her from being a research physicist to management consulting. In 2001 Lynn started her own consulting and executive coaching business, Leadership Mastery. Lynn has extensive experience in designing and delivering behaviour change interventions and business strategy development. She has delivered such interventions to more than 3,000 clients in the private and public sectors. As part of a lifelong passion for wildlife conservation Lynn decided to formalise her commitment by creating Breaking The Brand in 2013, which evolved into Nature Needs More Ltd in 2017.

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Dr Peter Lanius originates from Berlin, Germany. He holds a PhD in particle physics. Peter spent the first ten years of his career as a consultant and project manager in the IT&T industry. In early 2003 Peter joined Lynn and became a director of Leadership Mastery, where his focus has been executive coaching, business strategy development and business coaching. Peter has assisted Lynn's work in Breaking The Brand and has recently joined her in becoming a director of Nature Needs More Ltd. He has been researching the basic income model since 2015 and has been working on the CITES project for the last 18 months.

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