THIS SACRED EARTH
Religion as the basis for an environmentally sustainable future

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The Global 200 Ecoregions
Faiths for Conservation:
East Africa, Himalayas, Mekong, US
Engaging the Faiths to End Wildlife Trafficking
2011 was the worst year for African elephants in more than 20 years

Ivory seizures equalled the tusks from more than 4,000 dead elephants
Ivory trade flows
Estimated annual worth of a high-profit, low-risk business: illegal wildlife trade
ILLEGAL TRADE

CORRUPTION

CONFLICT
In 50 years of conservation, we have never seen wildlife crime on such a scale.

Wildlife crime is now the greatest and most immediate threat to three of the world’s best-loved species—elephants, rhinos and tigers.

- Experts estimate that elephant populations in Central Africa declined by more than 50 percent between 1995 and 2007, primarily due to ivory poaching.
- Close to 18,000 pounds of illicit rhino horn reaches Asian markets each year, where the street price rivals that of pure gold.
DEMAND

Driven by status, luxury and false beliefs in Asia
Challenges that we face on a daily basis

• How do we measure the impact of faith-based change?
• How do we preserve autonomy of scientific rationale and core values while working with religious institutions?
• How do we respect the beliefs of individual religious groups while prioritizing religious diversity and pluralism?
• How do we avoid strengthening (or being seen to advocate for) the status quo religious leaders (often the most responsive) to the disadvantage of other groups?