

THE CIVET PROJECT FOUNDATION

STRATEGIC PLAN 2022-2025



RESEARCH

- Increase scientific knowledge of *Viverrid* species and the threats they face.
- Enhance understanding of the key drivers of species decline.



OUTREACH

- Enhance awareness of *Viverrid* species and the threats they face.
- Inspire pro-conservation and pro-animal welfare behaviour.



PROTECTION

- Reduce demand for *Viverrid* products and *Viverrid* trade.
- Protect *Viverrid* habitats.



REVENUE

- Establish income flows.
- Invest in our projects.

GOALS



- Quantify population health via camera-trap surveys.
- Online & in person monitoring of Viverrid trade for pet, meat, and civet coffee industries.

- Online & in person welfare assessments of Viverrids within the wild pet, meat, and civet coffee industries.
- Monitoring of disease risk via poor biosecurity management.

- Online & in-person monitoring of Viverrid tourism trends.
- Assessment of tourist motivations and experiences.

- Monitoring of consumption trends (eg. civet coffee and meat).
- Assessment of consumer motivations.
- Testing of market claims re. product authenticity.

- Visiting programs bringing Viverrid education into colleges and universities.
- Conferences, seminars, lectures. In person & online.

CONSERVATION

WELFARE

TOURISM

CONSUMPTION

ACADEMIA

INDUSTRY

MEDIA

- Bringing Viverrid educational resources into zoos, the tourism sector, and the coffee trade.
- Social media campaigns- film, infographic, downloadable resources.

GRANTS

PROGRAMS

PASSIVE

- Create successful bids to philanthropic/non-profit/corporate organisations to support specific projects.

- Educational programs charged at a minimum donation.



- Growth of mailing list to boost one-off and repeat donations.
- Sale of merchandise such as sustainably-sourced clothing.

PARTNERSHIPS

POLICY

REDUCTION

- Work with in-situ partners to deliver anti-snaring patrols, rescue & release programs, habitat restoration, & local educational outreach.
- Work with industry partners to implement/strengthen animal-related policies.

- Work with the IUCN SSC to reclassify the conservation statuses of Viverrid sp. where needed.
- Work with local and national in-situ governing bodies to improve Viverrid protection policy and enforcement.

- Reduce demand for Viverrid trade via effective educational outreach, thus relieving pressures on wild populations.

OBJECTIVES



2022

2023

2024

2025

✓ • **Build scientific reputation via the publication of research articles.**

- Six scientific papers published.
- Invited to join IUCN SSC Small Carnivore Specialist Group.

✓ • **Grow network of potential partners:**

- Trustee's, NGO's, zoos, and academic institutions identified.

✓ • **Build brand identity:**

- International conference held which grew brand awareness and potential partnership network,
- Website and merchandise developed.

✓ • **Develop media opportunities:**

- Interviewed on three podcasts.
- Blog established.
- Build network of journalists.

✓ • **Apply to register as a charity incorporated organisation:**

- Application in review.

✓ • **Develop educational programs:**

- Social media platforms launched, content created.
- Zoo pilot program delivered.

✓ • **Build scientific portfolio:**

- Publication contract granted for book volume on animals in tourism research.
- Two articles accepted for publication.

✓ • **Pursue funding opportunities:**

- Project 1: Human Coffee:
 - Awarded funding (~£90,000.00 from the Kone Foundation).
- Project 2: Owston's civet conservation research and film:
 - ✓ ▪ Awarded film funding (~£3,000.00) from the Culture & Animals Foundation.
 - Obtain funding for the research component of the field trip.
 - Conduct field research in Vietnam.

• **Build professional/supporter network:**

- Join Asia for Animals (AfA) Coalition.
- Partner with Save Vietnam's Wildlife (SVW).
- Promote online supporter subscription.

• **Charity will be registered:**

- First financial records will be submitted.

• **Grow scientific portfolio:**

- One paper will be submitted for review as part of project 2 (Human Coffee).
- One paper will be published from Vietnam trip.
- The book volume (on animals in tourism research) will be published.

• **Project 1: ongoing.**

• **Project 2: filming and research complete, The educational film campaign launches.**

• **Project 3 begins: Viverrid population health:**

- Establish in-situ partners to take part in SE Asia camera trap survey.

• **Educational programs:**

- Conferences will be delivered.
- A minimum of five zoo educational visits will be conducted.

• **In-situ partners:**

- The Civet Project will be active within the AfA Coalition and will support educational calls from SVW.

The Charity will have:

- >500 mailing list supporters.
- regular donations to cover basic expenses (£200 per month).
- received a grant to employ a marketing professional.
- a minimum of 2 in-situ partners.
- an in-situ anti-snaring & reintroduction support fund.
- been awarded funding for Project 3 (Viverrid population health).
- established two educational programs (civet coffee and civet conservation), delivered annually in a minimum of 6 UK zoos.



TIME LINE

