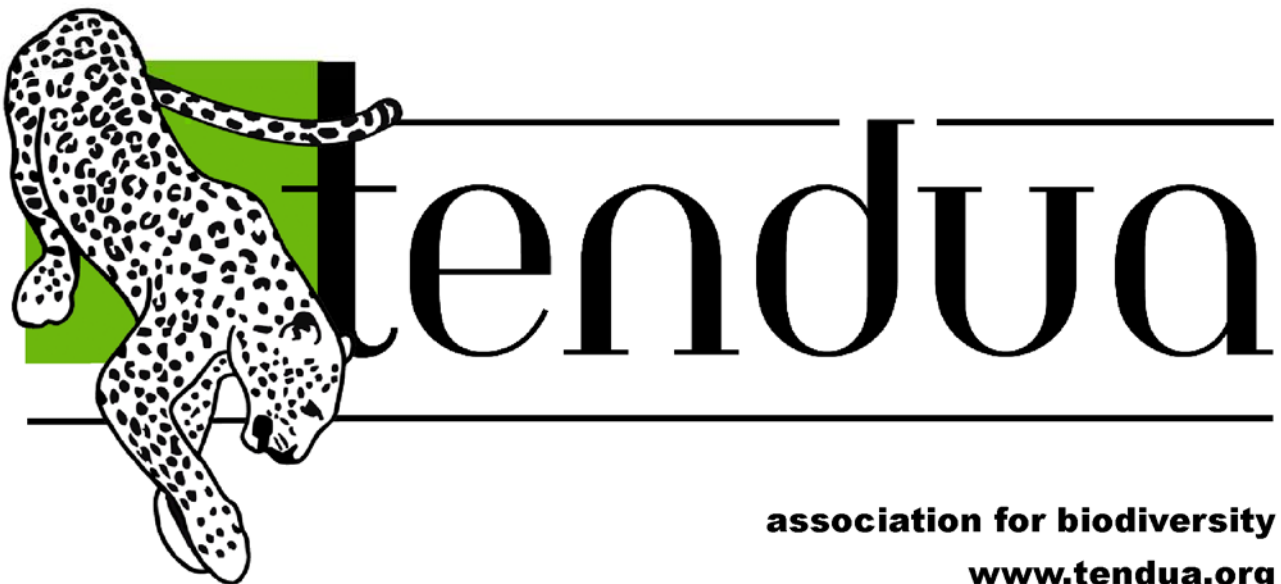


press release



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a vocation born from an encounter



TENDUA means "leopard" in Hindi. An unexpected encounter with a leopard in Kanha National Park, India made me want to share the enjoyment that one can feel being in the wild, as well as the urgency to raise awareness about the risks to the planet's biodiversity. Launched in 2008, TENDUA seeks to bear witness to the beauty of nature and the urgent need to protect it. It can no longer be ignored: man and his activities are detrimental to the planet's equilibrium.

a reminder of the tragic state of affairs

Predators on the top of the food chain –such as sharks and big cats– are among the most critically endangered species. As we know now, tigers are a dramatic example of this situation: although they have been officially protected in India since 1973, less than 1,400 wild Bengal tigers remain in 2010, even fewer than in 1973. No more than 3,000 tigers currently survive in the wild around the world. The main threats are known and they generally apply to many other species scattered throughout the globe.

- Illegal trade connected to poaching for hunting trophies, exotic pets, bushmeat and traditional Asian medicine. In China, a dead wild tiger can fetch US \$50,000 because its properties are considered of higher value to those of farm-bred tigers (more than 5,000 tigers are raised in Chinese farms in horrifying conditions). Worldwide, illegal trade of wild animals is the second most important, after drugs.
- Anthropogenic pressure (world population growth, urban expansion, economic development requiring new agricultural, industrial, and tourist infrastructures), leading to:
 - > Loss of habitat of top predators and their prey leading to their decline: deforestation, overfishing, human-animal conflicts.
 - > The fragmentation and isolation of animal habitats (on land and in the oceans) results in the lack of corridors to allow animal populations of the same species to communicate. The reduction of the gene pool may lead to greater risks of illness and extinction.

to feel and increase individual impetus

In spite of the outstanding progress in communication about biodiversity, most people's awareness soon disconnects. Many do understand the danger but believe they cannot make an impact on the environmental cause, as they are neither scientist, nor politician, nor TV-star. TENDUA's goal is to make everyone understand that **changing things in an enduring manner is within everyone's reach, as it comes from deep within each person.** The members of TENDUA are persuaded of the need to **awake individual impetus and then of to develop a synergy of forces on the move** in order to multiply the benefits of working altogether with the same intention, for life in all its forms. Everyone can therefore act in good faith and choose to change their habits.

It is not so difficult. If we start analysing our spending compared to our real needs, we soon realize we can easily –and without depriving ourselves– reduce waste, which is too often the rule in Western consumerist societies.

TENDUA is not different from other environmental associations in the sense that it recommends a responsible “consum’action” (asking oneself where goods come from, how they were manufactured, what contents went into their production...).

TENDUA wishes to make people aware of the impact their most innocent behaviour has on nature. However, unlike most other associations, TENDUA acts in a genuine philanthropic spirit, convinced that **nature has to be protected for what it is and not for what it is worth** nor the economic interest it represents.

It is simply the desire to protect the wonderful dream that surrounds us, so that coming generations can feel the deepest joy when encountering a wild animal or resting under the protection of a centuries-old tree. For his own survival, man must change his relationship to nature with a renewed spirit of respect and harmony.



one more association ... yes, indeed.

Unfortunately there are still not enough active organisations to rebalance the world's equilibrium in favour of life. Although the extinction of a species is part of evolution, one cannot accept that human greed accelerates this process, leading to severe short, medium and long-term consequences. Faced with the dangers that are threatening the planet, TENDUA wishes to inform, seeking to awaken people to the seriousness of the present situation, and promote conservation projects.

TENDUA not only agitates consciences but activates people meeting together as well. TENDUA is set on connecting more and more people who worry about protecting biodiversity because they want to give life a chance –for man's and for every being we share the Earth with. Its leitmotiv: encourage each of us to draw energy from one's own resources to change the course of things and feel stronger altogether ...

TENDUA's team is made up of volunteers. Each one brings his or her passion, knowledge, know-how and desire to protect nature. TENDUA does not intend to lecture anyone. It simply wishes to be a driving force: to think out of the box, together, in order to let nature and all the creatures living on Earth have the part they deserve.

our financial support to concrete actions

TENDUA is sponsoring several programs in favour of endangered species and against deforestation.

We support the **Amur Leopard and Tiger Alliance (ALTA)** via the Zoological London Society (ZLS). Funds provided by TENDUA are used **to fight the poaching of the Amur leopard** whose remaining wild population has been almost decimated.

Recently, TENDUA provided **Kalaweit association** with financial aid. In addition to the protection of gibbons as the heart of its actions, this association runs several sanctuaries in Borneo and Sumatra. Kalaweit is about to manage an additional 25,000 hectares of forests in Sumatra from this year. Protecting wildlife means protecting habitat and thus the **fight against deforestation**.

Through the **Snow Leopard Trust**, TENDUA is participating to the snow leopard protection. Our donation made possible the purchase of one of the motion sensing research cameras and the card and batteries to run it. These cameras are yielding amazing new information about snow leopards as they take a photo of anything warm that walks by and hold up to 15,000 photos. Thanks to this equipment cats can be identified and studied.



Since it was established TENDUA is also helping the **SVAA association**, which works for the **rehabilitation of the Hoolock gibbons** in Meghalaya State in Northern India. Thanks to this financial support, SVAA purchased medicines and a refrigerator to store them. Further, TENDUA put three students of ISTOM in touch with SVAA in August 2010 and four in 2011, enabling them to help the association with the children enrolled in the primary school of Silsotchigre, opened in February 2010 by SVAA. This training is part of their University program.



At the same time TENDUA sets its heart on **defending the cause of sharks** and participates in protecting them and restoring their image in people's minds. An information database about this 400-million-year-old creature, severely endangered by shark finning, is on-line on the web site of the association. In addition, a blog «www.protection-requins.org» has been launched at the beginning of 2011. TENDUA also collects pictures of the oceanic shark (*Carcharhinus longimanus*) taken in Egypt in order to enhance the identification database of **HEPCA (Hurgada Environmental Protection and Preservation Association)** with which TENDUA maintains contact.



TENDUA has joined the **Shark Alliance**, which is a global, not-for-profit coalition of non-governmental organizations dedicated to restoring and conserving shark populations by improving shark conservation policies. The Shark Alliance was initiated, and is coordinated, by the Pew Environment Group, the conservation arm of the Pew Charitable Trusts, a non-government organisation that is working to end over-fishing in the world's oceans.

TENDUA has also financially supported the actions of the **Noé Conservation association to save West African manatees and sawfishes in Guinea-Bissau**. The destruction of habitat for the first and overfishing for the second make these two species critically endangered.

the trust of our partners

The first supporter of TENDUA is Empreinte & Territoires, a publisher of books about nature and wildlife, who created the logo of the association free of charge. But conservation projects require long-term financing. TENDUA keeps its administrative low, so that the largest share of collected funds support our projects in the field. Except for membership fees, TENDUA does not benefit from any subsidy.

Thanks to the donation from the ORASCOM Egyptian group, TENDUA was able to launch in 2010 its own conservation project for the dugongs in the Egyptian Red Sea. This donation enabled us to complete the first stage of the project. It was then enriched by the connection with HEPCA and the diving clubs of the Marsa Alam region, all sharing the same concern for environment-friendly ecotourism.

There likely remain less than 20 dugongs. This Sirenian lives to around thirty years and is sexually mature at the age of 10. After a 12-month gestation the mother gives birth to a single calf that is dependent on her for two years. Because of their low reproduction



rate, these herbivores are therefore threatened by any change in their natural habitat, which are the seagrass meadows on which they feed in the shallow waters along the Red Sea coast.

Informing people about this rare and placid animal, communicating about the urgent need to protect its natural environment, collecting photos taken by the divers to feed a database, telling people that we

can be of help before it is too late, bringing Egyptian actions for biodiversity conservation to the general public's notice... constitute the objectives of this program. For more information please see our site.

Finally, Rainbowcolor, a professional photo laboratory supports the actions of TENDUA and is contributing to the communication efforts of the association during some exhibitions such as the International Divers Show in Paris.

the means of our ambitions

In a world going faster and faster, and where it is too late to be pessimistic, joining TENDUA means:

- financially supporting and promoting programs for the protection of endangered species;
- contributing to the implementation of our own conservation projects;
- receiving our newsletter: information about wildlife and nature, nature related events;
- meeting once a quarter in a friendly atmosphere and with a special guest working for the cause of nature: the opportunity to exchange ideas and extend our network.
- TENDUA also plans to participate in and to organize various events such as exhibits, conferences, and themed travels abroad related to wildlife protection programs and a better knowledge of nature.

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TENDUA is authorized to deliver fiscal receipts allowing the deduction of 66% of the amount of the donation of the sum owed in accordance with the French income tax laws and regulations.