

press release



association pour la sauvegarde de la biodiversité  
[www.tendua.org](http://www.tendua.org)

Association **TENDUA**

9, rue Stanislas - 75006 Paris - France

E-mail: [tendua@tendua.org](mailto:tendua@tendua.org)

Ph.: +33.6.13.02.83.96

## 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 I felt from being in the wild, as well as sharing the urgency to raise awareness about the risks facing our 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: mankind and his activities are detrimental to the planet’s equilibrium.

## A reminder of the tragic state of affairs

Predators at the top of the food chain, such as sharks and big cats, are among the most critically endangered species. Iconic animals such as polar bear, rhinoceros, elephant, tiger, lion and many others are threatened with extinction in the wild with a very short deadline: 2020... The main threats are known, and they apply to many other species scattered throughout the globe.

- Illegal animal trade, connected to poaching for hunting trophies, exotic pets, bushmeat and traditional Asian medicine is rife. 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 (unbelievably, more than 5,000 tigers are raised in Chinese farms in horrifying conditions). Worldwide, illegal trade in wild animals is the second most prevalent, only surpassed by the drug trade.
- Anthropogenic pressure (world population growth, urban expansion, economic development requiring new agricultural, industrial, and tourist infrastructures), is leading to:
  - > The fragmentation and isolation of animal habitats (on land and in the oceans) resulting in the lack of natural corridors to allow animal populations of the same species to communicate. The reduction of the gene pool may lead to even greater risks of illness and extinction.
  - > Loss of habitat of the top predators and their prey is leading to their decline through deforestation, overfishing, pollution, and human-animal conflicts.

## To understand and increase individual motivation

In spite of the outstanding progress in communications about biodiversity, most people’s awareness soon becomes disconnected. Many do understand the danger, but believe they are unable 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 way is within everyone’s reach,

as it comes from deep within each person. The members of TENDUA are convinced of the need to awaken each individual's motivation and then to develop a groundswell of support in order to increase the benefits of working together with the same aim, for life in all its forms.

Everyone can commit to changing their habits. It is really not so difficult. If we start to look at spending compared to what our real needs are, we soon realise 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 yourself where goods come from, how they were manufactured, what contents went into their production...). TENDUA wants to make people aware of the impact their most innocent behaviour has on nature. However, unlike most other associations, TENDUA acts with 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 exists around us, so that coming generations can feel the same joy and excitement when encountering a wild animal or resting under the protection of a centuries-old tree. For his own survival, man must change his relationship with 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 seeks to inform, and awaken people to the seriousness of the present situation, and promote conservation projects.

TENDUA not only agitates consciences, but activates people meeting together. TENDUA is supporting the connection between more and more people who are concerned

about protecting biodiversity. They want to give life a chance, for man and for every living being we share the Earth with. Its motivation is to encourage everyone to draw energy from within to change the course of things to come and feel stronger together.

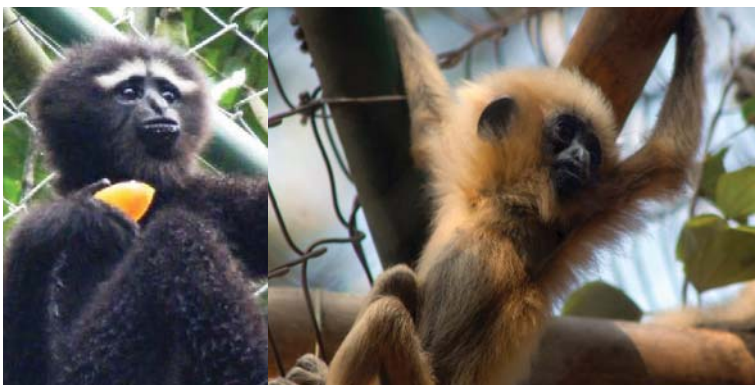
TENDUA's team is made up of volunteers. Each person brings his or her passion, knowledge, know-how and desire to protect nature. It is not TENDUA's aim to lecture anyone. It simply wants to be a driving force: to think outside of the box, together, in order to let nature and all the creatures living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

## our financial support to concrete actions

Since its creation, TENDUA has sponsored several programs in favour of endangered species and against deforestation.

Between 2009 and 2011, TENDUA has supported the ALTA (Alliance for Leopard and Tiger of Amur) via the LZS (London Zoological Society) to fight against poaching of the Amur panther: only few individual animals remain in the wild.

Between 2009 and 2010, TENDUA contributed financially to the missions of the Noé Conservation association for manatees in Senegal and the sawfish in Guinea-Bissau: the destruction of habitat in the former, and overfishing in the latter threaten the survival of these two species.



From 2010 to 2013, TENDUA helped the Kalaweit association that, besides the protection of gibbons in the heart of its action, manages several sanctuaries in Borneo and Sumatra. The association manages more than 25,000 hectares of forest in Sumatra. To protect species, it is imperative to protect habitat and thus fight against deforestation.



Since 2009, TENDUA has been supporting the SVAA association that rehabilitates the hoolock gibbons in Meghalaya, Northern India. The partnership that was developed between TENDUA and SVAA allowed several students from ISTOM to join the HURO program of SVAA for their final internship.

In December 2014, little Sanjay was born in captivity from a couple of gibbons rescued by SVAA.

This is a world premiere!

SVAA also rehabilitated a primary school for children in Silsotchigre in February 2010. The February 2015 school role numbered 108 children! The contributions of TENDUA also allow, according to the programs, the acquisition of camera traps and/or satellite collars. The projects supported by TENDUA work closely with local people.



Through the SNOW LEOPARD TRUST, TENDUA has been participating since 2011 in the protection of the snow leopard. This regular contribution allows for the purchase of "camera traps". 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 images. Thanks to this equipment these cats can be identified, and their behaviour and population density can be studied.

In 2012, TENDUA met Franz Kaston Florez, the president of the NATIVA Foundation



that works to protect the tapir in Colombia. Tapirs are threatened with extinction in the wild (IUCN), mainly because of hunting and loss of habitat due to deforestation. The tapir is considered as an 'umbrella species': it indirectly protects many other species that make up the ecological community habitat. Being the largest in size, it needs more space, and therefore, helping it, we also help any associated biodiversity that shares the habitat of the tapir.

Since 2013, TENDUA has been cooperating with TOSCO to track the lions of the Namib Desert. Indeed, Namibia is home to a unique population of 150 lions adapted to the harsh conditions of the Namib Desert. The Namibian lion is probably the most endangered of the great African carnivores and one of the most vulnerable mammals. Doctor P. Stander is Namibia's most recognised expert on felines, especially on the desert-adapted lions. He is the only person working full time on this population to which he has devoted the last 14 years.



At the same time TENDUA set its heart on defending 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 TENDUA's website (<http://www.tendua.org/requin-uk.html>). In addition, at least one article per month about Sharks is posted on our blog [www.protection-requins.org](http://www.protection-requins.org), since it was launched at the beginning of 2011.



## the synergy development

In 2011, TENDUA was the twelfth French association to join the Shark Alliance, which is a global, not-for-profit coalition of more than 80 NGOs dedicated to restoring and conserving shark populations by improving shark conservation policies.

At the end of 2014, TENDUA joined the group of environmental protection associations gathered around a common goal: the protection of the wolf in France, which is called CAP LOUP.

## the trust of our partners

In 2008, the first supporter of TENDUA was EMPREINTE & TERRITOIRES, a publisher of books about nature and wildlife, who created the logo of the association free of charge.

Thanks to the donation from the ORASCOM Egyptian group in 2009, TENDUA went to Egypt in 2010 to better understand the population of dugongs in the Egyptian Red Sea. It is likely that less than 20 dugongs remain. This Sirenian lives for 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 is 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 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 all



constitute the objectives of this program. For more information please see: <http://www.tendua.org/dugong.html>

Since 2010, RAINBOWCOLOR, a professional photo laboratory, has supported the actions of TENDUA and is contributing to the communication efforts of the association during various exhibitions.

In 2013, a partnership was established with the diving centre LE DODO PALMÉ in La Reunion island for whale watching: humpback whales, Indo-Pacific bottlenose dolphins and spinner dolphins. During these excursions, TENDUA raises awareness of the importance to preserve the ocean and its inhabitants.



## the means of our ambitions

But conservation projects require long-term financing. TENDUA keeps its administrative costs low, so that the largest share of collected funds directly support our projects in the field. Except from the contribution of membership fees, TENDUA does not benefit from any subsidy.

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, nature, and 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 organise various events such as exhibits, conferences, and themed travel abroad related to wildlife protection programs and improving our knowledge of nature.

To contact us:

Association TENDUA,  
9, rue Stanislas  
75006 Paris - France  
E-mail: [tendua@tendua.org](mailto:tendua@tendua.org)  
Phone: 33.6.13.02.83.96

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