




The Master Plan

By Fauna in Focus



PEOPLE PROTECT THE THINGS THEY LOVE.

People can only love what they know and understand. 

OUR MISSION:

To improve knowledge of and attitudes towards wildlife, raise support for conservation and inspire a new generation of nature lovers and conservation leaders in biodiversity hotspots around the world.





Welcome To Our Master Plan



[WATCH OUR INTRO VIDEO](#)

Thanks for your interest in Fauna in Focus. This is a great project that I believe can play a critical role in building a better world for people and wildlife all across Earth. Our unique approach is helping build the vital foundation of public and political will needed for conservation to succeed in many of Earth's most precious biodiversity hotspots today.

As a small startup non-profit, every donation, every small grant and every partnership or collaboration makes a huge difference. Though still small and scrappy, we've already accomplished a lot during our pilot phase, including award winning nature films, some of the best wildlife science curriculum around and a world-class Nature Discovery Center in Cambodia. Yet we have far bigger plans for our future.

We would love to work with you on something shiny and new! Reach out to get in touch if you would like to partner with Fauna in Focus, or become one of our Vultured Wildlife Champions, or continue on to learn more about our vision for the future.

Daniel Roper Jones | Project Founder & Director



Why Do We Exist?

Wildlife in Crisis

All around the world, nature is vanishing. Countless wonderful species are at risk of extinction, and many have already been lost forever. From deforestation to illegal wildlife trafficking, to pollution and the impacts of global climate change, the fate of the planet is balanced on a knife's edge. Now, more than ever before, conservation is vital to the continued survival of not only the natural world, but also of human civilization as we know it.

The Missing Link

Today, there is still a tragic disconnect between people and nature. In many of the world's most critical biodiversity hotspots, understanding and appreciation of nature is badly lacking. Local schools do not have the materials, curriculum or training to deliver engaging lessons. There is little or no media exposure on the importance of nature or wildlife conservation. What few efforts are made are usually out-of-date, underfunded or rely upon old fashioned methods. This lack of awareness and understanding means those at the levers of society do not care about the continued destruction of nature or the loss of biodiversity. **But that's where we come in!**





The Missing Link

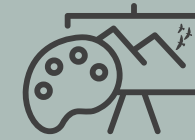
So, why do we exist? Fauna in Focus exists to help bring environmental education, outreach and public engagement in conservation into the 21st century. We do this through the arts, graphics, visual media, environmental training and science communications. Our approach to conservation outreach and engagement is quite unique, and is focused around 3 main areas of work:



**NAUTRE
DISCOVERY**



**ENVIRONMENTAL
EDUCATION**



**WILDLIFE
MEDIA**

Our work in these three areas covers a wide range of strategies. They include designing world-class, inquiry-based education and outreach programs for audiences of many ages and backgrounds in biodiversity hotspots around Earth. Training workshops, capacity development programs, teacher and ranger training programs, with accompanying curriculum and materials help build the next generation of conservation leaders. Our work in media includes films, videos, graphic design, digital media and interactive learning tools, social media and more to reach, educate, engage with and inspire audiences far beyond the classroom. We design discovery expeditions to bring students out into nature alongside local and international conservation experts for a truly unique learning experience. Finally, when we cannot bring people to nature, we bring nature to people by building world-class natural science learning facilities, nature centers, gardens and installations that offer fun and memorable learning experiences to all. Together, these ideas represent our unique approach to conservation. We strongly believe these actions are vital to build the public and political will needed for conservation to succeed.



Nature Discovery



Bring People to Nature

Nature discovery is all about reconnecting people with nature through first-hand experiential learning. This side of our work includes developing amazing educational field expeditions, eco-tourism programs and multi-day field courses that bring students and visitors out into the wild. On these trips, students learn and work alongside local conservation experts, participate in ongoing reforestation, wildlife research or sustainable development work, and learn directly from the people at the forefront of conservation.

Bring Nature to People

When we cannot bring people to nature, we bring nature to people. We do this through the design of world-class natural science learning facilities. At Fauna in Focus, we build nature centers, interactive exhibitions, nature trails and park signage, learning gardens, classrooms, and so much more. These installations can help make nature and wildlife science learning more accessible to some of the most critical communities in biodiversity hotspots on Earth. Exploration and discovery-based learning can be the key to win hearts and minds as we build more positive cultures, customs and ideas around wildlife and environmental conservation.





Environmental Education



Education & Outreach

Our first set of programs are designed to help educate, train and inspire students and the general public. We do this by developing inquiry-based natural science curriculum for school students of all ages, from primary school to masters level programs. We use these programs both in the classroom, as well as for rural outreach programs, community engagement events, and public awareness campaigns. All of our lessons include custom-made teaching resources, biofacts, games, interactive media, student-led challenges and other hands-on activities that encourage the development of critical thinking and teamwork skills, all while building more positive attitudes towards wildlife and conservation. Most importantly, each program can include comprehensive monitoring and evaluation systems to measure the impact of our efforts and identify failures for future improvements.

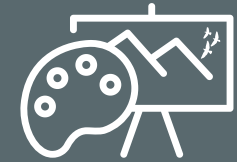
Resources & Capacity Development

At Fauna in Focus, we want to make sure our methods, resources and special teaching materials can have the greatest possible reach and impact. As such, we run advanced training and capacity development workshops for school teachers, forest rangers, community leaders, conservation activists and like-minded non-profits who need help. These programs can help set new standards in environmental education in the countries that need it most.





Wildlife Media



Film & Video

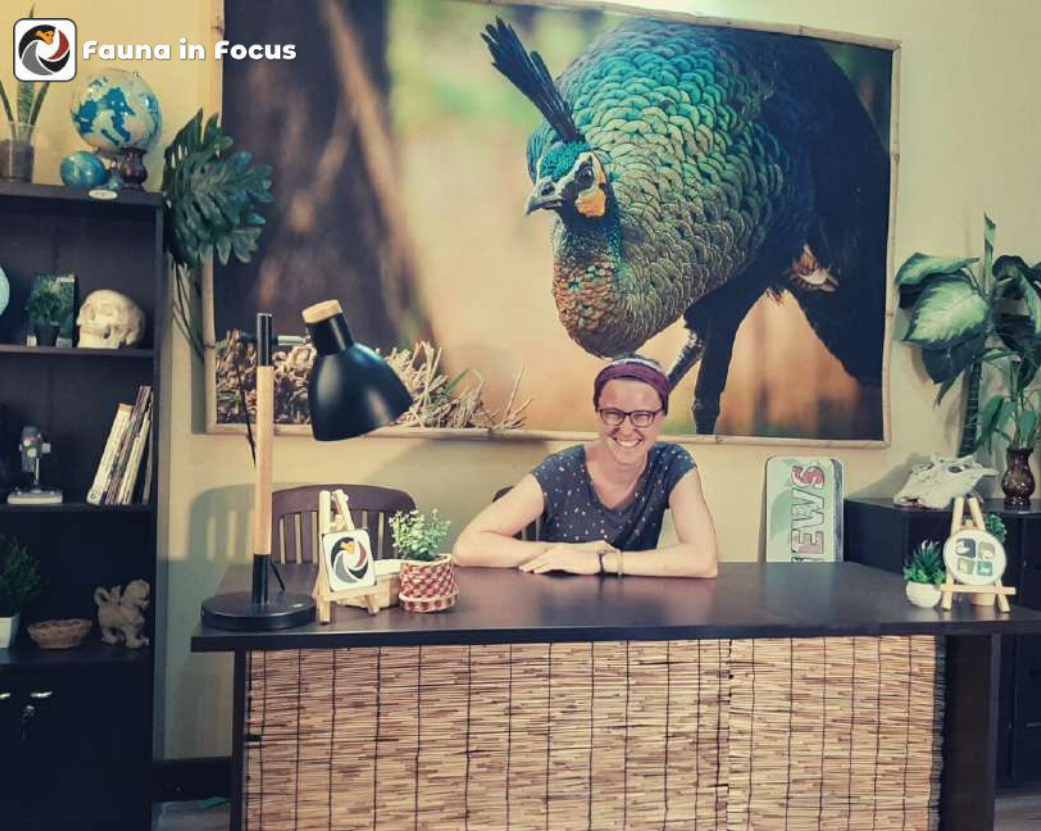
Media offers conservation a tool to reach and inspire audiences far beyond the classroom. At Fauna in Focus, we produce award-winning nature films designed for local audiences around the world. Narrated always in the local language, positive storytelling can effectively inspire positive changes in key communities where biodiversity is most at risk. We also can help setup YouTube channels with regular content, produce animation, podcasts and even radio shows, all great ways for conservation to inspire millions.

Art & Graphic Design

Art, photography and graphic design are powerful tools for us build love and pride in biodiversity, or inspire conservation actions. From didactic info-graphics to board games, to public awareness signage, to children's coloring books, there is so much potential to engage the public in wildlife learning.

Digital Media

At Fauna in Focus, we are setting out to bring conservation communications into the 21st century, and are already setting new standards. We develop world-class interactive kiosk activities, digital learning apps and field guides, and online learning resources. Through targeted social media campaigns, we can spread a positive conservation messages to millions of people. We are beginning to work in AR & VR learning, and have even begun developing educational video games for people to learn about natural science and conservation in exciting new ways unbound by the laws of physics.





Data is King

Monitoring & Evaluations

Another thing that sets us apart is our commitment to gathering scientific data on the results of our work. Every program we design in discovery, education or media can include comprehensive scientific monitoring & evaluations systems. We test always for positive changes and improvement in knowledge and attitudes towards wildlife, nature or conservation. Each system is designed specifically for that project, and targets specific learning goals and achievements that can help us refine future programs.

Failure Knows Best

We understand that there is enormous pressure in the conservation sector to ignore failure. But this is something we strongly disagree with. Failing is the only way we can learn and improve our work. At Fauna in Focus, we can conduct comprehensive M&E on all of our work for precisely this reason. We use detailed surveys, pre and post questionnaires, interviews and feedback forms to identify exactly where we are failing to deliver our goals, and identify precisely what areas need improvement. Most importantly, we share these results transparently.

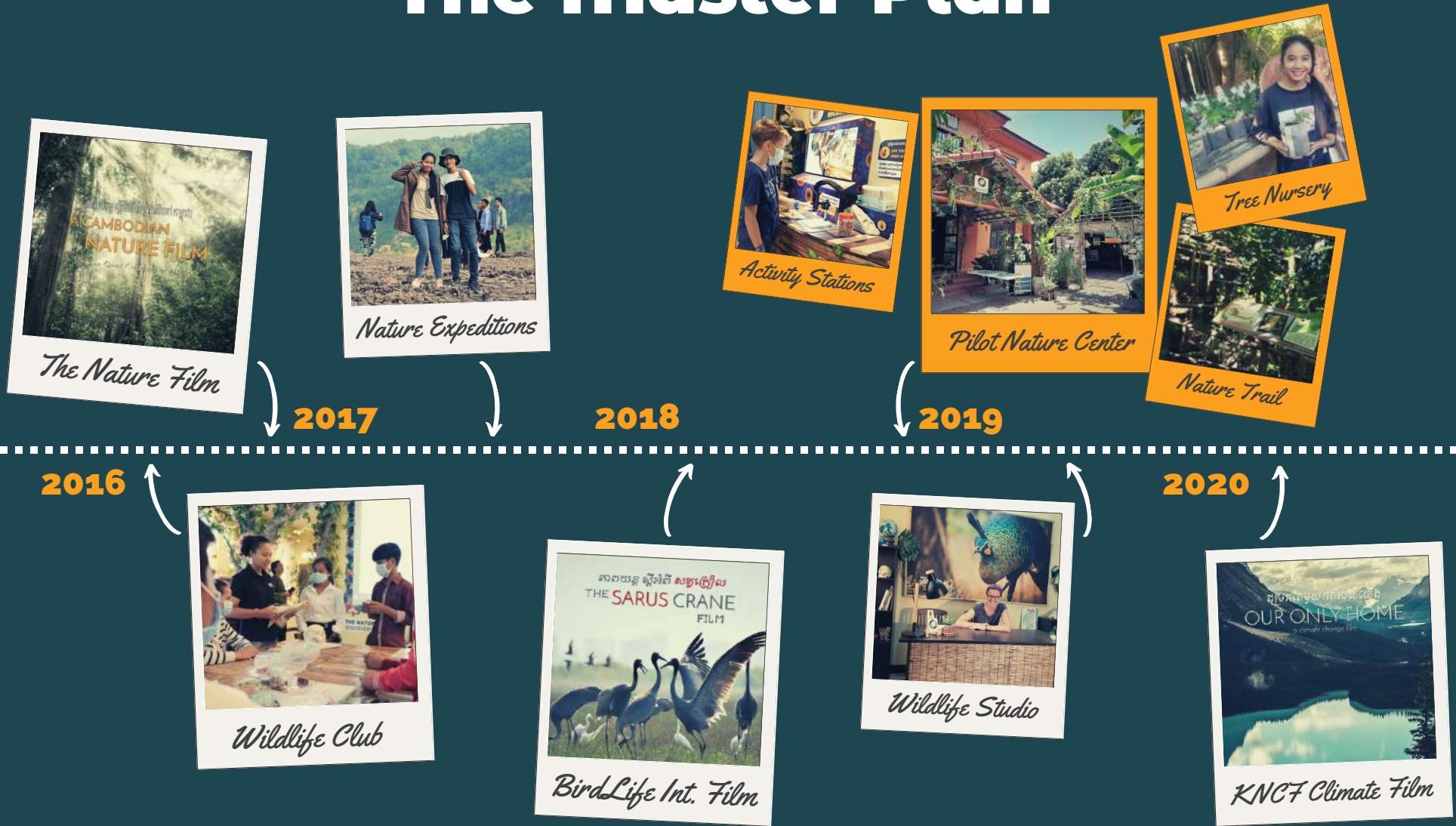


"Conservation often lacks measurable assessments when it comes to our education and outreach efforts. There is an unfortunate but real pressure in the non-profit world to focus on success stories only, and environmental education programs do make for pretty annual report photos. This pressure grows stronger if other critical conservation work depends on those same grantors or donors. Meanwhile, running an impact assessments runs the risk of exposing failures or highlighting inefficiency in education, communications and outreach program. It's hard to admit that these programs could be better.

I believe that to contribute positively to conservation, to build a vital foundations of knowledge that can inspire real change, we must know precisely what works and what doesn't. The only way to do that is to test for statistical improvements and measure your impacts. Most importantly, we must be willing to admit our failures, as this is the only way we can improve the quality of our work over time. Without this, its all just for show.

-Daniel Roper-Jones | Project Founder & Director

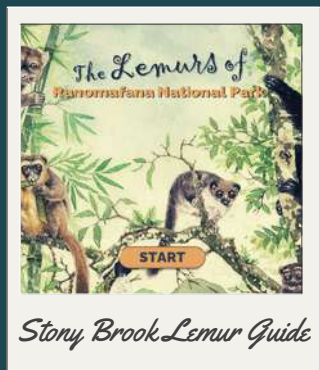
The Master Plan



PHASE 1:

Small scale, proof of concept pilot programs in **Nature Discovery**, Environmental Education & Wildlife Media.

The Future



Stony Brook Lemur Guide

WE ARE HERE!

2022



Resource Library



New Podcasts



Mobile Games & VR



New Countries



New Training Programs



YouTube Channels

2021



Duke Lemur Center Guide



Interactive Learning Apps



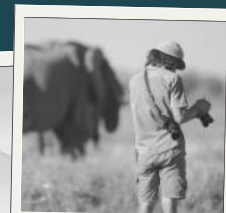
Open a Main Office



New Nature Centers



New Art Campaigns



New Nature Films

PHASE 2:

We are now fundraising and developing phase 2, where we implement larger programs, design new campaigns, reach new audiences, and expand our work to critical biodiversity hotspots all across Earth.



Future Vision

We have already done a lot with a very limited budget and just a small team of passionate volunteers. Imagine what we could do with your support! Fauna in Focus has big plans for our future. Key to this is setting up a main office in the United States. From here, we aim to launch amazing programs and campaigns to support conservation around the world. Here's a summary of the sort of work we hope to do:

Nature Discovery

Fauna in Focus will partner with conservation organizations in at risk regions to design and build world-class Nature Discovery Centers, science institutions, classrooms, learning gardens, educational farms or tree nurseries. We also plan to continue working with universities and study abroad programs all around the world to develop amazing field courses that bring students out into the wild for an amazing learning expedition alongside local conservation experts.

Environmental Education

We are continuing to develop a library of incredible educational programs, materials and teaching resources that can be provided to science teachers and conservation communicators around the planet. From board games and lesson plans, to teacher training, ranger training, and community outreach programs, we have so many amazing ideas to try out. We want to make all these resources available through an online teaching library.

Wildlife Media

Fauna in Focus aims to run media collaborations for conservation projects across earth. We will work with local partners to produce nature film series, YouTube channels, podcasts, photo festivals, interactive digital learning tools, mobile applications, citizen scientist tools, and even video games and AR or VR learning experiences. Our visual artists and graphic designers will continue to produce infographics, storybooks, graphic novels and more that can be distributed to millions through target social media campaigns in countless languages.





Help Make This Vision A Reality!

www.faunainfocus.org/donate

Our Work So Far

The Pilot Program in Cambodia

Fauna in Focus tested out our vision in Cambodia from 2015 - 2020. Here we developed the country's first nature film, some of the best environmental education curriculum in the country, and even opened the country's first ever Nature Discovery Center. These programs were all completed with a small team of passionate volunteers and a very limited budget. Despite this, we pride ourselves in the quality of the programs we delivered, and rapidly became one of the most popular and inspirational wildlife conservation efforts in the region. We presented at international events, aired our wildlife media programs to millions of influential people, and provided advanced wildlife science training to thousands of students, teachers, and conservation activists.

We are proud of the work we have completed so far. If you would like to know more about some of our work, check out the interactive menu over the few next page. Or you can also download our full Project Work Portfolio from our website linked here:

[DOWNLOAD OUR WORK PORTFOLIO](#)



Project Highlights

Checkout this small selection of some of our favorite portfolio pieces so far.
Click an image to learn more, or turn to the noted page.



Learn More



Learn More



Learn More



Nature Center



Wildlife Club



Digital Learning



Discovery Expeditions



Leadership Program

A CAMBODIAN NATURE FILM



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A CAMBODIAN NATURE FILM

Volume One: Kingdom of Nature



Cambodia's First Nature Film

This was the very first project completed by Fauna in Focus. We settled on media first as it can be a cheap and effective way to reach millions of people, and would be a good starting point for our non-profit. Over the years, many nature films have been made in Cambodia by some of the world's most professional companies. But these for-profit productions are not designed specifically for free distribution to the local audiences who need it most. We set out to change that.



After 2 years, and with a team of just 2 volunteers, we completed Cambodia's first high-definition, feature-length, nature film made primarily for local audiences. With the support of USAID, our distribution campaign helped reach over a million people in just the first month after its 2017 release. Since then, the film has reached millions more, was featured on the opening night of the 2018 Cambodian International Film Festival, has aired on the personal TV channel of the King, and is licensed for free use in dozens of schools and universities around the country. We aim to continue producing new films and videos for conservation projects around Earth. If your school or organization needs some amazing, new wildlife media, like these, reach out! Or you can watch the whole film here:

[WATCH THE FILM ONLINE](#)



THE SARUS CRANE FILM





A BirdLife International Collab

In 2018, Fauna in Focus partnered with BirdLife International. With funding provided by KNCF, we worked with local conservation experts from BirdLife International to produce a short film series on the vulnerable Sarus Crane and the ecosystems where they live. The film was shot in three parts that were designed to work either as stand-alone films or as part of a longer film. The project aimed to provide BirdLife's local environmental education team with a new tool to reach, educate and inspire the audiences they work with.



The film is still used by BirdLife International today. Through distribution campaigns run by both BirdLife and Fauna in Focus International, this film has already reached over half a million people across Cambodia, and has been featured in exciting new collaborations such as our 2022 collaboration with Water Science Policy that can be viewed [here at Arteries.blue](#). If your organization would like a film like this, reach out and let us know. You can also watch the whole film or learn more here:

LEARN MORE ONLINE



OUR ONLY HOME - FILM



A Climate Change Film - KNCF

In 2020, with a grant from Japanese foundation KNCF, Fauna in Focus produced Cambodia's first film on Climate Change. The 8-part film was designed to work either as individual shorts, highly suitable for social media and online distribution, or a single longer-format film. The series has been well received by local audiences around the country as there is very little publicly available information on climate change, the threats it poses to wildlife, natural ecosystems and people, and the solutions that people and governments alike can employ to try and reduce future impacts.



Films like this rely on a significant amount of stock-footage, and are reasonably cheap to produce as learning tools or teaching resources. If your non-profit, school or conservation organization needs an educational film like this in the local language, with local audiences in mind, reach out. We would be happy to help. You can also watch the whole film for free, or learn more on our website here:

[LEARN MORE OR WATCH ONLINE](#)



THE NATURE DISCOVERY CENTER ●●





Cambodia's First Nature Center

In 2018, Fauna in Focus began designing Cambodia's first Nature Discovery Center. We opened the facility in January of 2019, and it ran until the end of 2020. The Nature Discovery Center of Cambodia was located in Siem Reap, not far from the famous temples of Angkor Wat. We chose a spot close enough to the local schools to make it simple for students and visitors to walk to our center, ensuring discovery learning would be accessible to all. This was the first and only nature center in the entire country. This interactive learning space featured hands-on displays on wildlife, natural science and conservation topics. The facility allowed visitors of all ages to explore hands-on exhibitions, art installations and interactive digital multi-media stations for a fun and memorable learning experience. In the Jungle Lab Classroom, Fauna in Focus hosted education and training programs for school and university students. Our learning garden and tree nursery hosted public awareness events, training workshops and reforestation efforts. Our Wilds Art Gallery hosted special openings for various exhibits, including our Elephants in the Anthropocene exhibit designed by Kelsey Wagner.



Interactive learning spaces and facilities like this is something Fauna in Focus hopes to deploy in biodiversity hotspots around the world. Most importantly, we can design and install facilities like this on highly limited budgets by relying on our dedicated staff and skilled volunteers, rather than outside consultants and for-profit design studios. This is our expertise and our passion. Let us help!

LEARN MORE ONLINE



THE WILDLIFE CLUB PROGRAM



Quality Wildlife Education

The Wildlife Club Program is our core curriculum at Fauna in Focus, and we can easily adapt it to any language or region. Our first set of programs included 10 inquiry-based wildlife and natural science lessons designed for secondary, high school and university students in Cambodia. Each lesson includes a host of student activities, hands-on challenges, games, biofacts and interactive media to guide the learning process. Each lesson is designed around exploration-based learning that encourage critical thinking, teamwork and communications skills, all while delivering a vital foundation of knowledge and skills in wildlife and conservation science. This was the first advanced natural science curriculum in Cambodia. Throughout the program, we deployed comprehensive monitoring and evaluation protocols to accurately gauge student impact and measure statistical changes in knowledge and attitudes. The results of these studies were used to identify problems and improve the programs and activities over the years.



If your school, museum or conservation organization needs some amazing, new education programming or teaching resources like these, reach out! We can help.

[LEARN MORE ONLINE](#)



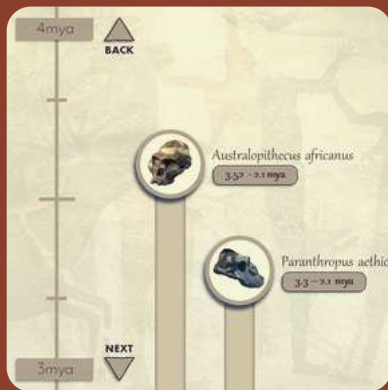
DIGITAL LEARNING & LEMUR GUIDE





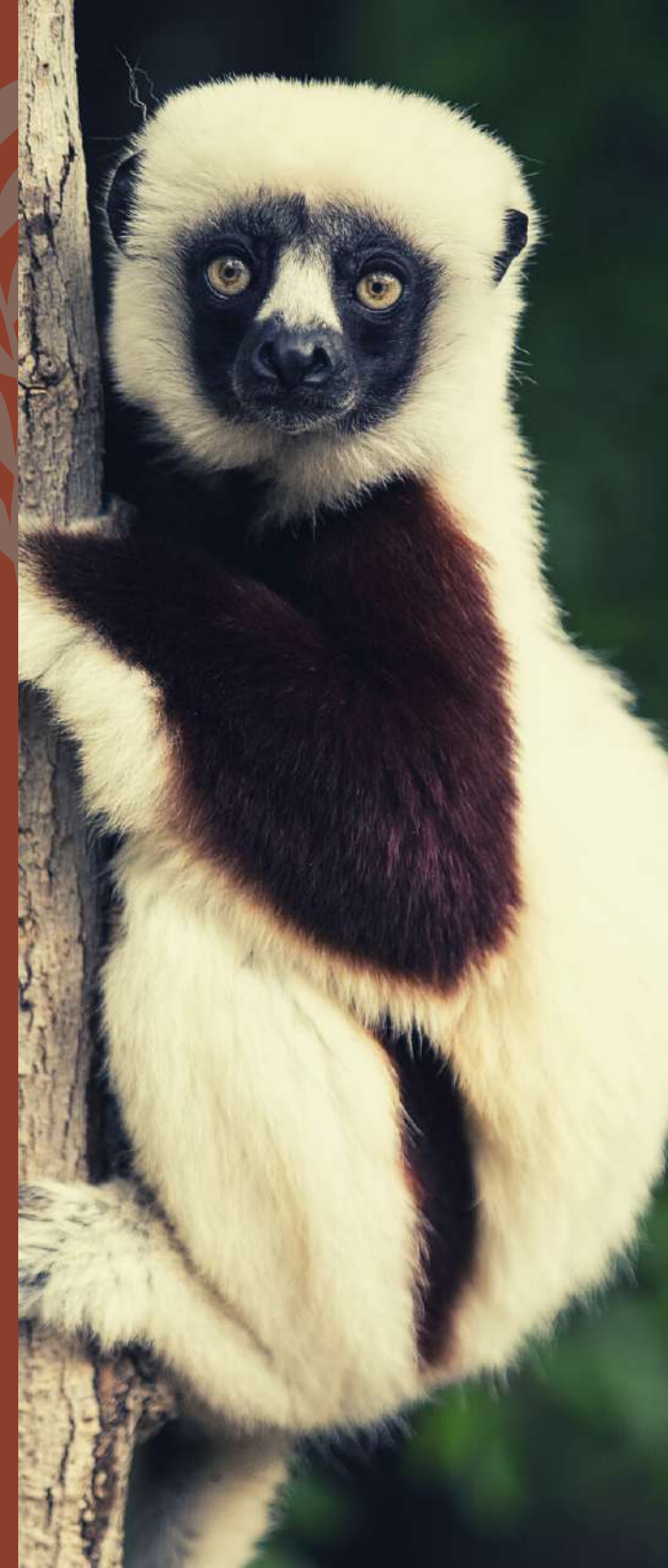
Digital Conservation Education

In 2021, Fauna in Focus partnered with Stony Brook University and Duke University to produce digital, interactive lemur guide and lessons for their conservation programs in Madagascar. Specifically, Centre ValBio and Duke Lemur Center's DLC/SAVA Conservation initiative each received a brand new interactive science curriculum that will be deployed through touchscreen kiosk displays and tablets. The programs are designed to reach students of all ages and backgrounds, include interactive species factsheets for local lemur species, complete with photo galleries, video galleries, vocalization buttons and even games and trivia to test lessons learned.



Fauna in Focus is working on a host of new digital lesson plans for online learning as part of our efforts to support learning from home efforts during the COVID 19 pandemic. This includes the development of an interactive Human Origins timeline, a Climate Change Explorer app, digital field guides of endangered species, Threats to Biodiversity app, and many more. Want to partner with us to develop or prototype something like this for your project? We can help. Reach out today!

[LEARN MORE OR WATCH A DEMO ON OUR WEBSITE](#)



DISCOVERY EXPEDITIONS





Reconnecting People and Nature

Starting in 2017, and continuing through until we wrapped up our pilot program in 2020, Fauna in Focus designed and ran a host of Nature Discovery Expeditions. These educational field trips brought local and international students out into the wild parts of our world to work, study and learn alongside wildlife and conservation experts. Our trips included field courses on the basics of field ecology, biology, wildlife surveys, mapping and orienteering, GPS and GIS, animal behavior, conservation methods and so much more. We brought our students to visit conservation sites around the country, visit national parks, support reforestation programs, and sit down to work and study alongside wildlife rescue and rehabilitation experts. It made for a totally new and unique way for all of our high-school, university and masters students. To facilitate the programs, we received grants from the US Embassy, and partnered with existing conservation programs, government programs, and organizations such as ACCB, Bantey Srey Butterfly Center, the Mekong School for Field Studies (SFS), Wildlife Alliance, BeTreed Adventures, Sam Veasna Center, Cambodian Bird Guide Association, the Royal University of Phnom Penh, Maddox-Jolie-Pitt Foundation (MJP), and many other local conservation efforts.



If your school, university or organization would like us to help design, run or facilitate educational field expeditions in wildlife biology, natural science or conservation, please do reach out. We would love to collaborate.

[LEARN MORE ONLINE](#)



CONSERVATION LEADERSHIP



Building Skills in Conservation

Our Youth Conservation Leadership Program was a capacity development workshop sponsored by grants from the US Embassy. The program was designed to help improve standards and share ideas, skills and professional abilities between Fauna in Focus and other conservation organizations working in the region. The program was broken into three sections which included an introductory phase on the basics of biodiversity, wildlife science and conservation, a skills training section, and a student-led project. Over a 4-month period, we provided a host of training sessions on a broad range of topics including project management and administration, computer and various IT and digital applications skills, advanced training in budgeting and spreadsheet design, teacher training sessions, and training in graphic design, film production, and photography for conservation communications. The program also included several Nature Discovery Expeditions to allow our students to learn about education in the field while also gaining an understanding of other conservation initiatives. The students ended by designing, organizing and running a massive public awareness event to test their new skills, training and ideas.



If your organization would like us to arrange a capacity development or skills training workshop, please let us know. We would be happy to work together to share our many skills and ideas with the people on the front lines of conservation.

[LEARN MORE ONLINE](#)



How Can You Help?

Step 1: Like, Share, Subscribe

The first and simplest way to support Fauna in Focus International is simply to like, share and subscribe. Click the icons below to find and follow us on your favorite social media channels. If you have not already, watch our films and get subscribed for free to the Fauna in Focus YouTube channel. Most importantly, share our work, our social media pages, our films and our fundraising with everyone you know!



Step 2: Donate or Sponsor

Our recurring donors are known as Fauna in Focus Wildlife Champions. You can join us as a sponsor on [our website here](#), or by clicking the FIF icon below. One-time donations are appreciated, but it is the recurring donations that we rely upon most. Or if you prefer, you can support our media efforts by [becoming our Patron on Patreon.com/faunainfocus](#).



Step 3: Partner Or Collab With Us

Fauna in Focus depends upon partnerships with large, better-funded organizations for a lot of our work. If you would like to work with us on something shiny and new, [reach out to contact us today](#).

[CONTACT US](#)



You Can Make A Difference!

Sponsor FIF Today! 

www.faunainfocus.org/donate

Partners & Sponsors

2015 – 2017 A Cambodian Nature Film

For production of our first film, Fauna in Focus partnered with a host of local and international wildlife conservation organizations. We received small donations and financial support from several conservation projects and private donors, as well as a \$25k USAID/Winrock International grant for film distribution.



2018 – Sarus Crane Film

For production of our second film, Fauna in Focus partnered with BirdLife International to produce a short video series on the vulnerable Sarus Crane.



2016 – 2022 Education & Event Partners

Throughout our pilot program we have partnered with dozens of schools, universities, study abroad programs and local organizations to promote wildlife and natural science education. Some of our biggest partners include the following:



2019 – Nature Center & Tree Nursery

Established in 2019, our pilot Nature Discovery Center included a Tree Nursery & Forest Restoration project supported by local businesses an international reforestation NGO HUMY.



2020 – Climate Change Film

In 2019 and 2020, Fauna in Focus received a grant from Japanese nature foundaiton, KNCF to produce a new film on climate change for Cambodia. To complete this we partners with Conservation International to feature some of their work.



2020 – 2022 Digital Media Development

Our most recent partnerships include Stony Brook and Duke University, who are supporting our work in digital learning curriculum development for their conservation efforts in Madagascar.



Thank You!

Fauna in Focus would also like to thank all of our partners and sponsors over the years. Of course, a very special thank you to all of our regular donors who support us as [Wildlife Champions](#) or [Patreon Patrons](#).

Join Our Wildlife Champions Today!

learn more at



www.faunainfocus.org