

**Annual Impact Overview 2025**  
**Conservation and Tourism Society (CATS)**  
**Livingstone, Zambia**

The Conservation and Tourism Society (CATS) is a Livingstone based community conservation organisation working in urban and peri urban human elephant conflict areas. Founded in 2018, CATS supports practical coexistence between people and wildlife through community partnerships, mitigation support, youth education, alternative livelihoods, and conservation linked tourism initiatives. Our work focuses on neighbourhoods where residents experience regular wildlife pressure and where coexistence must be supported through practical tools, trusted relationships, and visible benefits.

In 2025, CATS continued to strengthen its work across South Dambwa, Malone, Linda, and Railway. These communities sit along active elephant movement routes and experience recurring impacts on crops, property, and household safety. Across these active programme areas, our combined reach exceeds 50,000 residents.

Our work is built around several core areas: human elephant conflict response support, Community Business Units, low cost mitigation demonstration, youth conservation education, alternative livelihoods, and community linked tourism activities. These programmes are designed to reduce conflict risk while creating practical opportunities for participation, learning, and resilience.

Key progress during 2025 included the strengthening of four active Community Business Units across conflict zones, expanded daytime follow up after incidents, wider uptake of practical mitigation methods, and significant growth in community outreach through trusted local leadership. Partnership development also increased across tourism, welfare, and training sectors. Malone CBU doubled its chicken production capacity using its own internally generated resources, demonstrating local ownership and scaling.



A clear example of this practical approach is the use of white painted stone barriers. At one household that had experienced repeated elephant damage to its wall panels, a stone barrier line was installed outside the boundary. No further breaches were recorded during the observation period, and neighbouring households have since shown interest in similar support.



CATS works with a growing network of community structures, tourism operators, wildlife authorities, animal welfare organisations, training providers, and local sponsors. These partnerships expand outreach capacity, strengthen training opportunities, improve mitigation delivery, and connect conservation with community benefit.

### **Welfare and Coexistence Mobile Unit**

A key development during this period has been the introduction of the Welfare and Coexistence Mobile Unit. Developed in partnership with Zambezi Animal Welfare Society (ZAWS), this initiative combines animal welfare services with community level coexistence support.

The mobile unit enables outreach into high conflict and underserved areas, providing access to animal treatment, sterilisation, and welfare education, while also supporting household level engagement on human wildlife coexistence. By linking animal welfare with conservation messaging, the programme strengthens community trust and creates a broader platform for engagement.

The unit is also designed as a mobile learning and support space, allowing for youth engagement, practical training, and access to information that supports both livelihoods and conservation awareness. This approach reflects CATS' focus on practical, visible interventions that respond to immediate needs while building longer term coexistence.



## **Taonga Training and Pathways to Tourism**

A central part of CATS' approach is creating practical pathways from conservation into opportunity. The training programme based at Taonga Safaris provides structured, hands on experience for young people from high conflict communities.

Participants are identified through Community Business Units, ensuring that opportunities are directed toward those most affected by human wildlife conflict. The programme focuses on practical skills linked to tourism and conservation, including guiding exposure, hospitality, operations, and workplace readiness.

By situating the training within a working tourism environment, participants gain direct experience of the industry, building confidence, skills, and realistic pathways toward employment. This approach helps shift conservation from an abstract concept into a visible and accessible opportunity.

The programme also strengthens the connection between communities and the tourism sector, reinforcing the principle that coexistence with wildlife can create tangible benefits when supported through the right structures and partnerships.



## **WWF Supported Preparedness and Response Programme**

Support from WWF is enabling the implementation of a targeted human elephant conflict preparedness and response programme during a critical seasonal window.

The programme focuses on strengthening early stage preparedness before peak conflict periods, with structured household visits, mitigation support, and expanded coordination through Community Business Units. This includes training and support for community representatives to improve local response capacity and ensure faster, more effective engagement during conflict incidents.

The WWF support also contributes to strengthening data collection and reporting, allowing for improved tracking of incidents, response actions, and mitigation uptake. This helps to refine the approach over time and ensures that interventions remain practical, responsive, and grounded in real community experience.

Together, this programme reinforces the shift from reactive response toward proactive preparedness, reducing risk while strengthening community confidence and participation.



Looking ahead, CATS aims to expand mitigation demonstration, community training pathways linked to tourism and conservation, mobile coexistence outreach, further strengthening of Community Business Units, and the development of low conflict livelihood models that can be replicated more widely.

**Financial overview** - CATS is currently implementing its third phase of support under the Elephant Crisis Fund, covering the period from March 2025 to October 2026. During this period, the programme has mobilised approximately **USD 165,000** in combined financial and in kind support. Of this, **USD 118,000** has been mobilised as direct funding through partners including the Elephant Crisis Fund, the Alinea network, Elephant Charge, and African Pride Insurance. A further **USD 47,000** has been contributed in kind through vehicle support and contributions from tourism partners, including boats, venues, equipment, and access to training and skills development opportunities.

Resources are structured at approximately **55% programme delivery, 40% operational coordination, and 5% administration**, reflecting a strong emphasis on practical community level impact while maintaining the coordination needed to operate effectively in complex urban conflict environments.

CATS operates under a formal board and community linked governance structure, with donor reporting and financial controls in place. The organisation is in the early stages of NGO registration and continues to strengthen its governance and accountability systems as programmes expand.

Detailed financial reports are available to partners and donors upon request.

