



WILDHUB CONSERVATION COMMUNITY: FROM GROWTH, TO DIVERSITY IN LEADERSHIP

To ensure every conservationist has access to the knowledge and network they need for career advancement and impactful conservation, we launched the online community WildHub in 2020. WildHub has grown to over 4,000 members across 160 countries in 4 years, supporting many from disadvantaged backgrounds. To build on this success, we are looking for support for a 3-year project that will transition WildHub's management to national NGOs in lower-income countries, ensuring the platform is led by those best equipped to understand and address the unique challenges faced by conservationists in areas where opportunities and resources are scarce. This move will empower local leaders, increase the diversity of the community, enhance the community's influence on global conservation efforts, and improve the ability of partner NGOs to gain visibility and raise funds for sustaining their long-term efforts.

Challenge

Creating a diverse and inclusive wildlife conservation sector is not only important from a social justice perspective; but it is also essential for creating new and innovative solutions that are effective for all communities. However, the sector lacks diversity (1), with barriers hindering certain groups from becoming professional conservationists. Women and indigenous people, especially in countries with colonial histories, are underrepresented in decision-making roles (2,3,4,5). Additionally, the sector lacks inclusivity, undervaluing perspectives and capabilities of conservationists from disadvantaged geographies and those who face discrimination and systemic barriers due to their gender, ethnicity, or economic status (4,6). This lack of diversity and inclusivity persists due to unequal access to relevant networks, opportunities, and resources.

Solution

in 2020 WildTeam launched [WildHub](#), the online community of conservation professionals, to enhance diversity, inclusion, and knowledge sharing in the wildlife conservation sector (Figure 1). Members of WildHub benefit from unparalleled access to a global network of 4,000 conservation professionals from 160 countries, enabling rapid learning, collaboration, and support across borders. This vibrant community fosters professional development through shared resources, training, and the collective wisdom of peers dedicated to conservation, enhancing their ability to make meaningful contributions to the natural world. By enabling instant interactions between members, WildHub is revolutionising how knowledge and opportunities are shared between conservationists, enabling >20,000 interactions to date. Our dedicated members have collectively contributed 4,000 valuable pieces of content, which have been viewed over 750,000 times, underscoring the significant impact and reach of our platform. Most importantly, members have benefited by advancing their careers, improving conservation work, and enhancing personal resilience (Box 1) (7).

Box 1. WildHub benefits.



“The collaborative environment in WildHub and member insights have been instrumental in overcoming hurdles.”

Temitope Adelola, Nigeria

The next phase of development for WildHub is to empower the community itself to lead WildHub. Over the course of this 3-year project, we aim to transfer the majority of oversight and management of WildHub to national NGOs from lower income countries, with an initial focus on engaging grassroots conservation organisations in Africa, a region that still faces systemic barriers to development (8). Grassroots organisations are better able to promote community-led approaches that value local knowledge and perspectives, and will shift the global conservation narrative to be more minority-representative. In this project, we will distribute project funds equally between all partner organisations and provide professional training that will increase each partner’s ability to sustain themselves financially beyond the project lifetime. The transfer of decision-making, resources, and skills, together with enhanced credibility, will help partner organisations to grow their influence and conservation impact over the long-term. On a global scale, this will start to redress historical injustices that will otherwise continue to prevent such organisations from reaching their full potential.

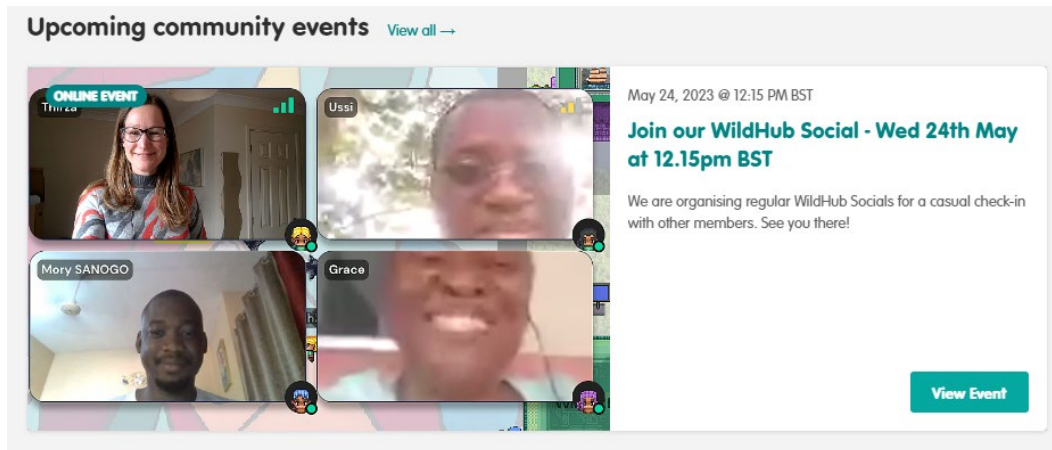


Figure 1. WildHub community building events.

Our objectives for this 3 year project are to:

- Acquire and induct 3 partner organisations in Africa.
- Provide 3 training opportunities in key conservation skills to each partner organisation.
- Grow WildHub membership by 400 members in lower income countries.

We will measure the impact of this work through a combination of online site membership data and our annual partner benefits survey. Impact will also be documented in stories of change (like the video on [this page](#)) which capture the personal experiences of WildHub partners and members.

Budget

This 3 year project has a total budget of £295,900, of which £45,000 has already been secured. We are looking for contributions to help cover the remaining **£250,900** (Table 1).

Table 1. Project budget.

Item	Year 1	Year 2	Year 3	Total
Salary contributions (4 x 0.5 FTE Community Managers @£35k/year)	£70,000	£70,000	£70,000	£210,000
WildHub platform	£15,000	£15,000	£15,000	£45,000
Training bursaries		£7,000	£7,000	£14,000
10% Administration	£8,500	£9,200	£9,200	£26,900
Total	£93,500	£101,200	£101,200	£295,900

Team

WildHub is supported by [WildTeam UK](#), a registered charity in England and Wales (number 1149465). As well as creating WildHub, since our inception in 2012, we have developed 5 best practices (downloaded over 8,500 times), and trained over 2,500 conservationists, who have applied their new skills to progress their careers and collectively manage 5.25 million km² of wild areas more effectively. If you want to learn more about what we do and how your support could make a difference, then please get in touch with WildTeam’s Executive Director Adam Barlow for an informal chat at adam@wildteam.org.uk.

