



Project Portfolio | 2022



A man wearing a black t-shirt and a black cap is seen from behind, holding a camera up to his eye and taking a photograph in a lush green forest. The t-shirt has a logo and the text 'FAUNA IN FOCUS' on the back. The background is filled with tall trees and dense foliage, with sunlight filtering through the leaves.

PEOPLE PROTECT THE THINGS THEY LOVE.

People 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.



PROJECT PORTFOLIO | 2022

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WHAT IS FAUNA IN FOCUS?

Fauna in Focus is an environmental education and public awareness 501(c)3 non-profit working to help build a better future for people and wildlife across Earth.



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 climate change, the fate of the planet is balanced on a knife's edge. Now, more than ever before, conservation is critical to the survival of not only nature, but of human civilization as we know it.



HABITAT LOSS



SPECIES LOSS



POLLUTION



CLIMATE CHANGE

Despite a generation of conservation effort, today there is still an enormous disconnect between people and nature. Awareness and understanding of conservation and natural science are badly lacking in many of the world's most critical biodiversity hotspots. This gap leads directly to the continued destruction of nature. Sadly, many efforts to educate, inform or influence are badly outdated. **But that's where we come in!**



WHY DO WE EXIST? | Wildlife in Crisis

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. We design hands-on, inquiry-based education and outreach programs for audiences of all ages and backgrounds and help build the next generation of conservation leaders and educators. Finally, we design and build world-class natural science learning facilities that offer fun and memorable learning experiences. Together, these ideas represent our approach to conservation, and as far as we know no other conservation organization has this focus. We believe these actions are vital to build the public and political will needed for conservation to succeed.





WHAT SETS US APART ? | Quality, Efficiency and Data

Another thing that helps us stand out is our commitment to quality, efficiency and data. At Fauna in Focus, all of our programs are designed to meet or surpass international standards. We accomplish this on a minimal budget using a dedicated team of staff and volunteers. Our team shares their expertise in wildlife science, communications, art, film and graphic design with local partners and collaborators. Our work can also include comprehensive scientific monitoring and evaluation systems that help measure changes in our audience's knowledge of and attitudes towards wildlife and conservation. This data helps us target the goals of our in-situ partners and sponsors, identify and acknowledge failures and improve projects exactly where improvements are needed. Data is king at Fauna in Focus.



OUR STRATEGY

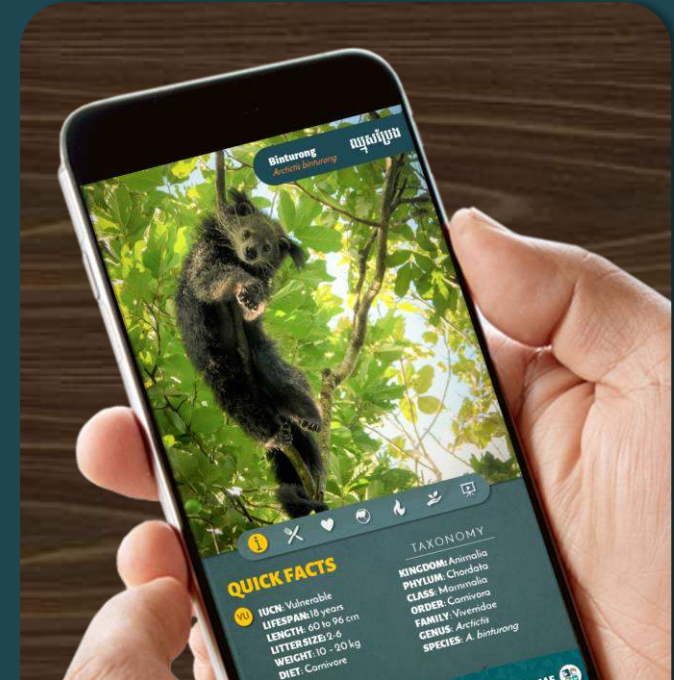
At Fauna in Focus, we approach our work from three unique angles. No matter what, we always focus on quality over quantity, and we do everything in-house without the need for over-priced consultants ;)



**NATURE
DISCOVERY**



**ENVIRONMENTAL
EDUCATION**



**WILDLIFE
MEDIA**



NATURE DISCOVERY



WHAT IS NATURE DISCOVERY?

Nature discovery is all about reconnecting people with nature through first-hand experiential learning. We do this by bringing people out into nature, and by bringing nature to people. This work includes educational field expeditions, eco-tourism and multi-day field courses out in the wild parts of our Earth. On these trips, students learn and work alongside local conservation experts, and participate in ongoing reforestation, wildlife research and sustainable development work.



NATURE CENTERS



FIELD EXPEDITIONS



GRAPHIC SIGNAGE

We also design and build interactive natural science learning facilities, ranging from entire nature centers and science classrooms to park trailheads, educational pavilions, didactic signage and more.



ENVIRONMENTAL EDUCATION



OUR APPROACH TO EDUCATION

At Fauna in Focus, we pride ourselves on designing world-class environmental education programs. Our lessons are designed around hands-on, inquiry-based learning. This encourages critical thinking and teamwork skills, and builds foundational knowledge and positive attitudes towards wildlife, conservation and natural science.



STUDENTS



LEADERS



COMMUNITY

We design new curriculum, materials, biofacts and other teaching aids, and provide programs for a range of audiences from school and university students to teachers, forest rangers and community leaders. Most importantly, all of our education programs can include scientific program monitoring and evaluation for impact assessments.



WILDLIFE MEDIA

WHAT IS WILDLIFE MEDIA?

Media offers conservation a tool to reach and inspire audiences far beyond the classroom, while social media is often under-utilized in the conservation sector. At Fauna in Focus, we produce award-winning nature films designed for local audiences around the world where they are most needed. We use social media and marketing to reach and inspire millions with conservation messages and positive storytelling.



FILMS & VIDEOS



DIGITAL LEARNING



ART & DESIGN

We also use art, graphics, podcasts, and other special exhibitions to educate and engage with audiences in fun and memorable ways. Finally, we are developing exciting new digital learning tools, field guides and even educational video games for mobile and VR.





THE NATURE DISCOVERY CENTER OF CAMBODIA | A Pilot Project

From 2018 - 2020, Fauna in Focus created and ran The Nature Discovery Center of Cambodia in Siem Reap, not far from the famous temples of Angkor Wat. This was the first and only nature center in the entire country. It provided an interactive learning space to visitors of all ages and backgrounds, featuring hands-on displays on wildlife, natural science and conservation topics. The facility allowed visitors to explore special hands-on exhibitions, art installations and interactive digital stations for a unique 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.

Interactive learning spaces and facilities like this is something Fauna in Focus hopes to help deploy in biodiversity hotspots around the world. Most importantly, we can accomplish this on limited budgets by relying on our dedicated staff and volunteers.

[LEARN MORE ONLINE](#)



THE PILOT NATURE DISCOVERY CENTER





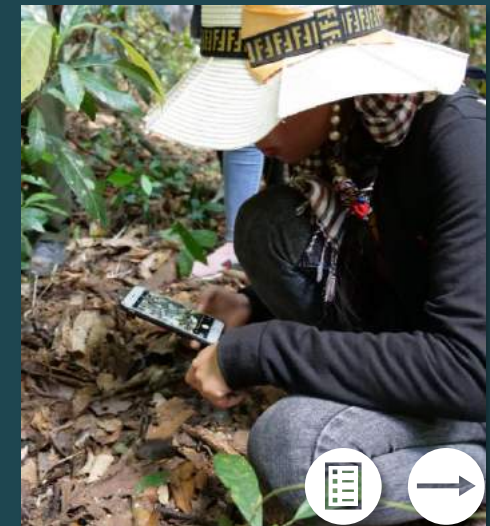
NATURE DISCOVERY EXPEDITIONS | Learning In Nature

Fauna in Focus has developed a series of educational field trips for local and international students. These expeditions bring classes out into nature to visit ongoing conservation projects in the field. Here, teams of students complete learning challenges while working hands-on alongside local and international wildlife and conservation experts.

During our pilot program in Cambodia these expeditions brought American, Australian, Chinese and local undergraduate and graduate students out into the wild parts of the country, from Phnom Kulen National Park to Samlout Reserve. Partnering with forest rangers, community forest programs, research institutions and conservation organizations, our expeditions included both classroom sessions and field exercises. Topics included GIS, mapping and orienteering, wildlife survey and monitoring basics, fundamental biodiversity research skills and so much more. We held workshops on primate behavior and conservation management at a local rescue center, botany at a local orchid research station, and community reforestation in Phnom Kulen.



NATURE DISCOVERY EXPEITIONS





TREE NURSERY | A Forest Restoration Program in Partnership with HUMY

Our Tree Nursery and Forest Restoration project aimed to restore natural ecosystems and reduce the impacts of global climate change by putting new seeds into soil. When mature, the saplings were planted in protected forest habitats as part of ongoing reforestation programs in partnership with government and community forest programs to guarantee long-term protection.

SCIENCE-BASED: Our nursery and reforestation efforts were led by botanists who managed the process of seed germination.

THREATENED & NATIVE SPECIES: All species grown were native to Cambodia. We focused on IUCN threatened species.

ECOLOGICALLY VALUABLE: We grew trees that provided high value to native ecosystems and wildlife habitats.

LONG-TERM PROTECTED AREAS: Our trees were planted only in protected areas and national parks with long-term status.

[LEARN MORE ONLINE](#)



TREE NURSERY PROGRAM





NATURE TRAIL & ORCHID GARDEN

| Didactic Signage

At Fauna in Focus, we develop world-class infographics and interactive, didactic signage for educational pavilions, nature trails, parks and more. Our designs attract viewers, helping spread natural science information and conservation messaging to the general public.

At the Nature Discovery Center of Cambodia, we developed a small pilot nature trail complete with several learning stations and signs. From a series of infographics on plants and forest ecology to simple species factsheets about local wildlife, our signs helped people discover the nature that is all around them every day.

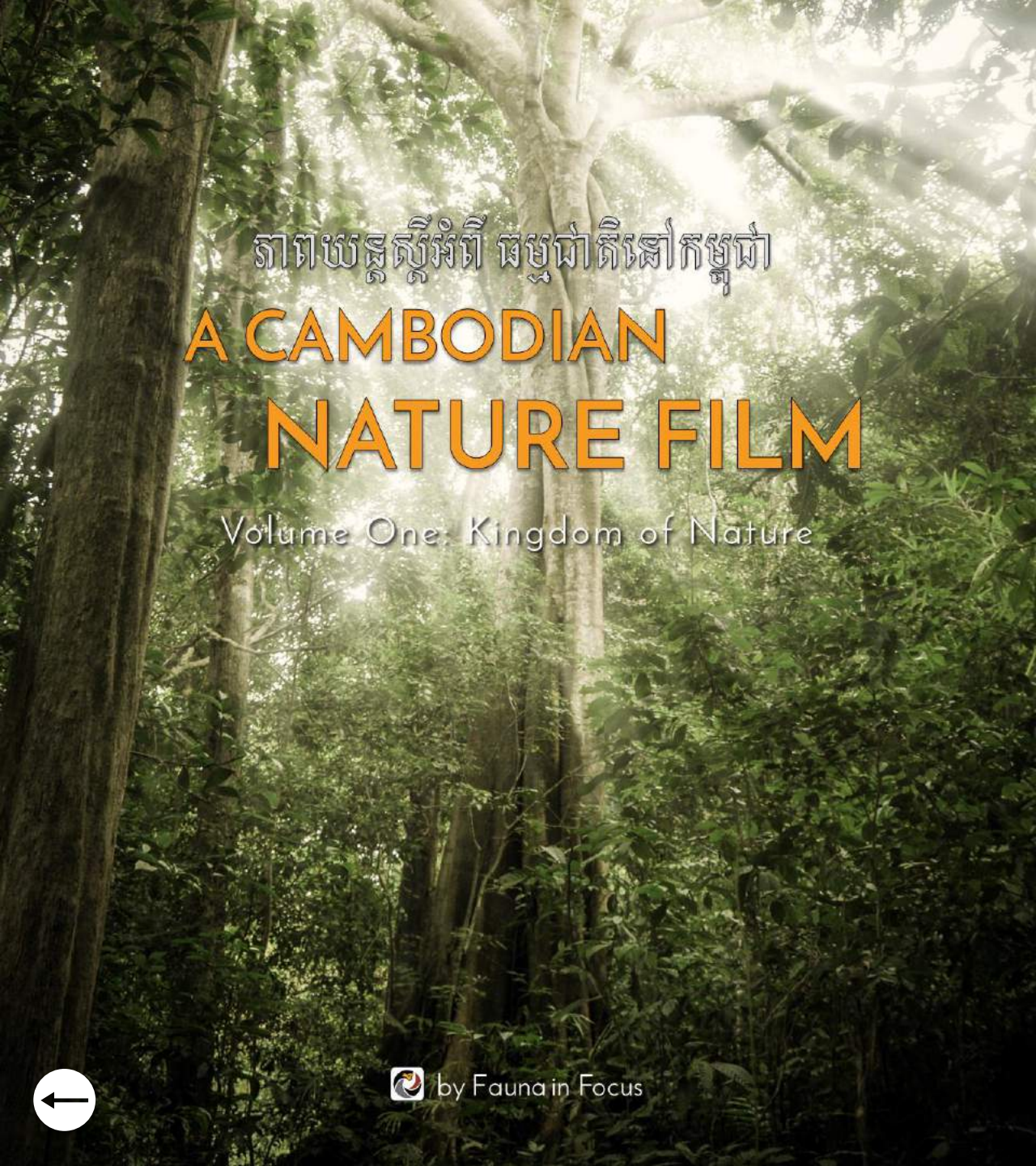
Working in partnership with local orchid researchers, Fauna in Focus developed a small orchid research garden at The Nature Discovery Center. Orchids in Cambodia are vastly understudied, with only a few dozen species identified, while neighboring countries have catalogued hundreds.

Our orchid research garden allowed visiting researchers and university students to conduct scientific study and observation on orchid reproduction and ecology.



NATURE TRAIL & ORCHID GARDEN






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A CAMBODIAN NATURE FILM

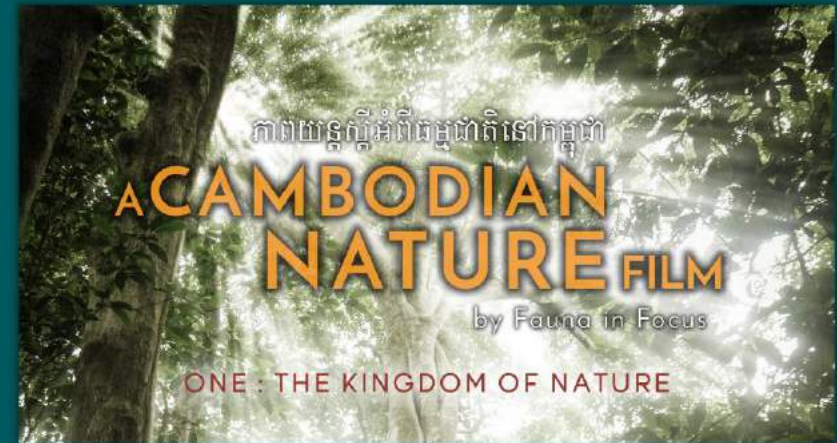
Volume One: Kingdom of Nature

 by Fauna in Focus



A CAMBODIAN NATURE FILM | 1: The Kingdom of Nature

This was the very first project completed by Fauna in Focus. Before this, Cambodia did not have a single feature-length, high-definition nature film made for local audiences. To date, this film and its various parts have over 3 million views across our social media platforms. The film was featured on the opening night of 2018 Cambodian International Film Festival, has aired on The King's personal TV station countless times, and is licensed for free use in dozens of schools and universities around the country.



[WATCH ONLINE](#)



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THE SARUS CRANE

FILM



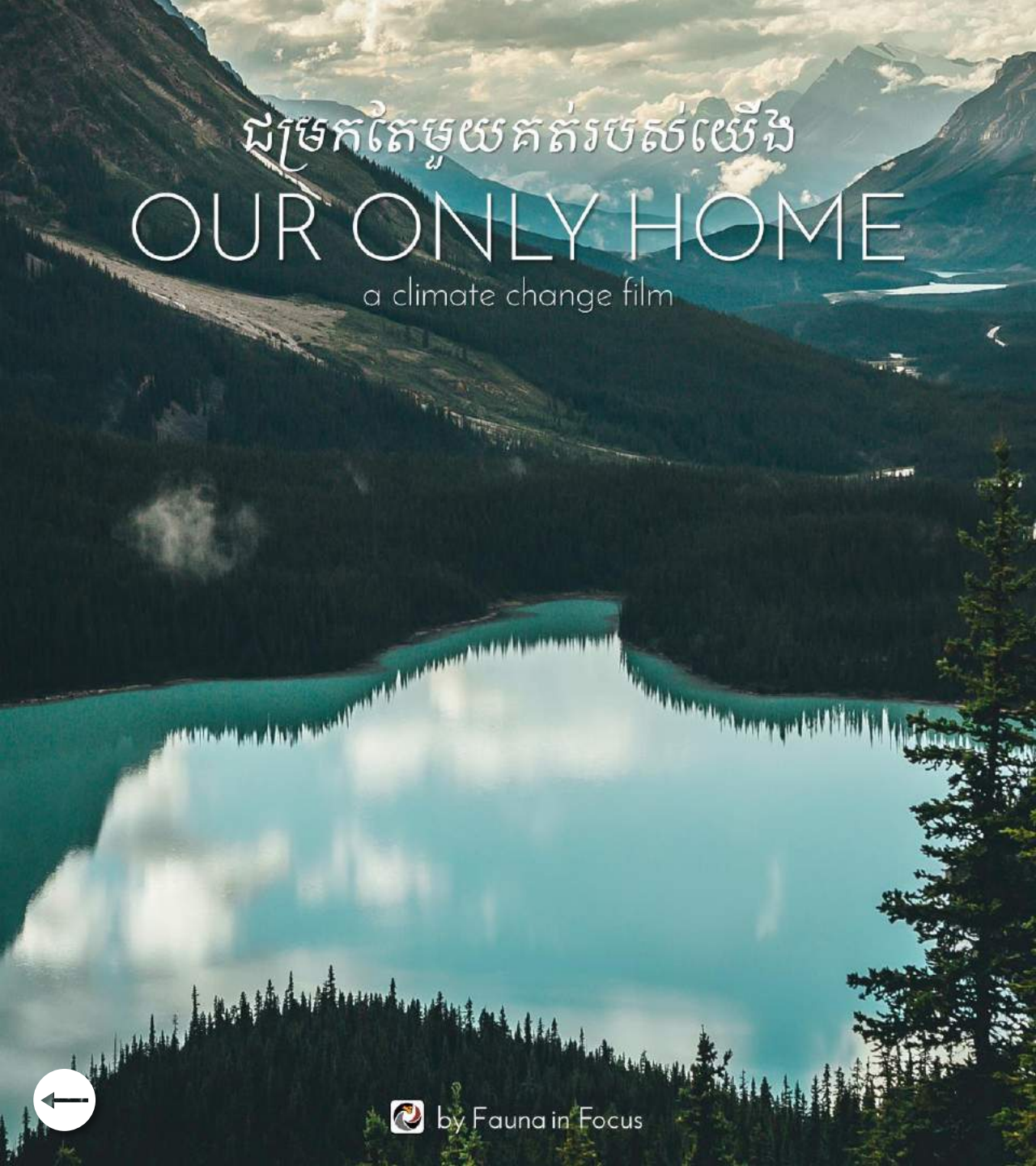
THE SARUS CRANE FILM | A BirdLife International Partnership

Our second film was a short, 3-part series on the amazing Sarus Crane. This project was completed in partnership with BirdLife International. In these films we explore the Lower Mekong Basin Ecosystem, Sarus Crane Ecology and the Threats & Conservation work carried out in the region. To date, the film has over half a million views and is still in use by BirdLife International as a tool for community engagement. Watch the film here or click below to learn more about the collaboration.



[LEARN MORE](#)






ជម្រកតែមួយគត់របស់យើង

OUR ONLY HOME

a climate change film

 by Fauna in Focus



OUR ONLY HOME | A Climate Change Film

In 2020, Fauna in Focus produced a new film for Cambodian audiences about Climate Change. This was the first film that explained global climate change to Cambodian audiences, and is being freely distributed to schools, universities and NGOs across the country. The 40-minute film is made up of 8 parts that work as their own film shorts, making it easier for audiences to consume through social media.



[WATCH ONLINE](#)



Lemurs of THE SAVA REGION

an interactive learning guide



INTERACTIVE LEMUR GUIDE | Duke University/SAVA Conservation

In 2021, Fauna in Focus partnered with Duke University's Lemur Center and SAVA Conservation to produce an interactive field guide to the lemurs of the region. The app includes an interactive map of the landscape, an introductory lesson for young students, a trivia game and background information on the conservation work carried out in the region.



The guide also includes detailed factsheets for 16 different lemur species, complete with vocalization files, photos and video clips.

[WATCH A VIDEO](#)



The Lemurs of Ranomafana National Park

START



INTERACTIVE LEMUR GUIDE | **Stony Brook University/Centre Val Bio**

In 2021, Fauna in Focus partnered with Center ValBio, a research station run by Stony Brook University in Ranomafana National Park, Madagascar. Together, we produced an interactive field guide on the lemurs of the region. The interactive guide runs on tablets, laptops and touchscreen kiosk displays at the research station, and is being developed in the local language.



The guide includes detailed factsheets for 14 different lemur species, complete with vocalization files, a photo library and video clips.

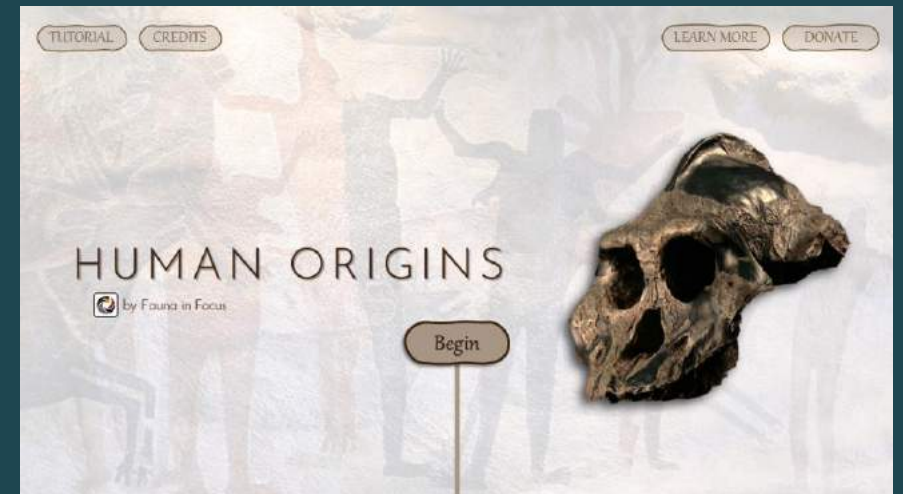
WATCH A VIDEO





INTERACTIVE TIMELINE | Of Human Origins

This interactive field guide explores the 7-million-year timeline of human origins in a new and exciting way. Fauna in Focus designed the user interface to allow for easy exploration of the closest members of our family tree.



Each species button includes a factsheet with the archaeological and ecological information on that species, as well as photos and videos exploring the species' discovery and ongoing research.

[WATCH A VIDEO](#)





BIODIVERSITY KIOSK

This interactive activity station at The Nature Discovery Center allowed visitors to simultaneously explore media and physical biofacts in order to learn about biodiversity in Cambodia. The station included a touchscreen kiosk display with a simple, interactive activity to explore the IUCN species threat classification system and match the threat categories with various iconic species from Cambodia. The second kiosk included a large-scale version of our interactive field guide to Cambodia's biodiversity. This interactive factsheet provided detailed information, photos and videos for more than 70 of Cambodia's rarest species. The main activity included a touchscreen kiosk where students could explore information about a selection of biofacts mounted at the station. Each bio-fact included a challenge that required students to use scientific tools and instruments to complete a task and identify correct answers. This got our visitors using their hands, taking measurements and making observations.

This media-based activity station was a great way to introduce some basic wildlife science skills and transfer vital information about species in Cambodia. It also demonstrates our approach to combining physical and digital learning tools.





PEOPLE PLANET PODCAST | A Wild Studio Production

In 2019, Fauna in Focus launched our first podcast from our Wild Studio in The Nature Discovery Center. This podcast aimed at promoting scientific literacy and discourse by interviewing guests from the conservation space and connecting them with new audiences in Cambodia. Check out Episode 3 here or click below for more interviews & discussions.



[WATCH EPISODES](#)



Climate Change Explorer

By Fauna in Focus



CLIMATE CHANGE EXPLORER | An Interactive Guide to Climate Change

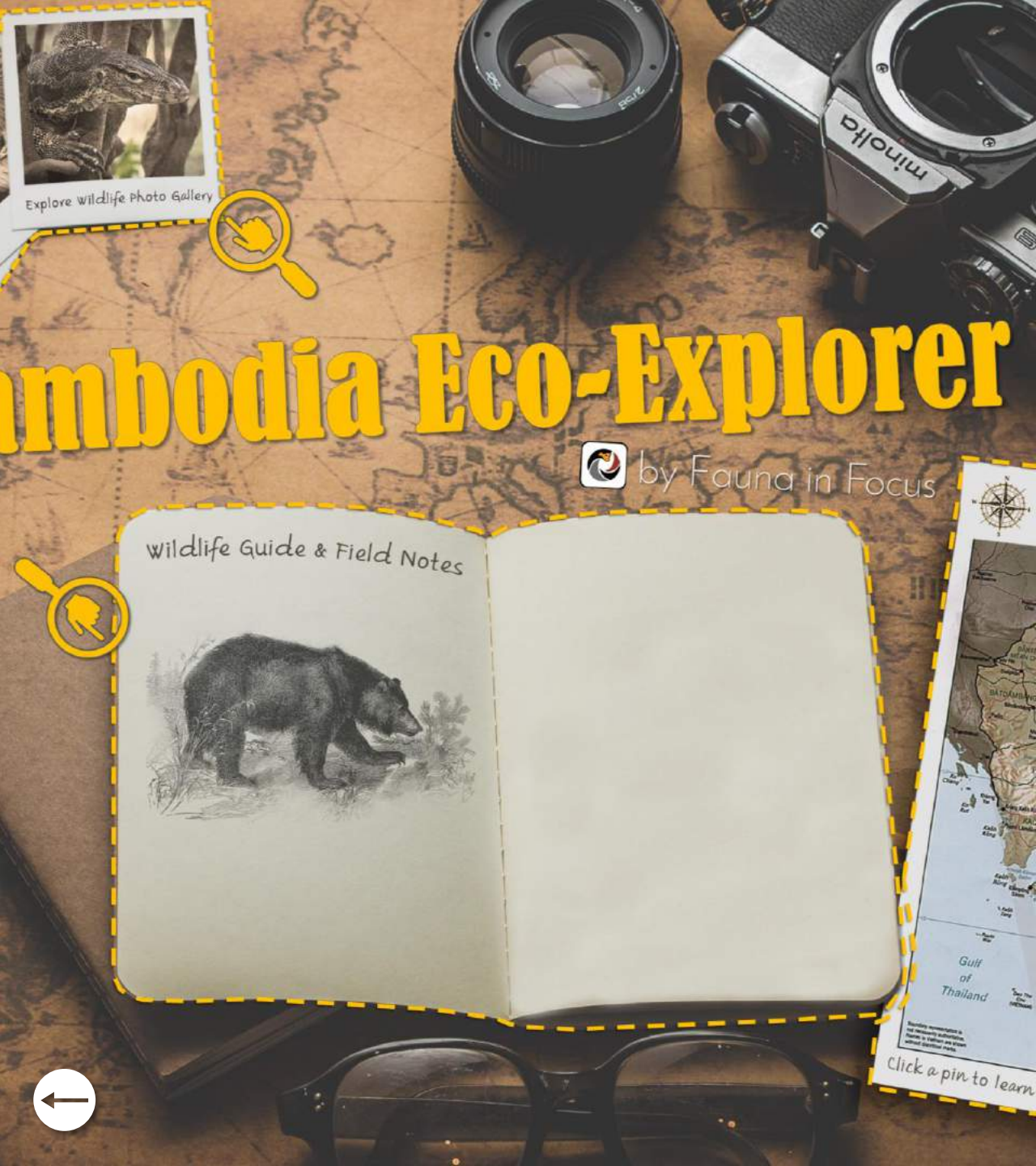
In 2021, Fauna in Focus began developing our interactive guide to climate change. This app includes six chapters, each with their own fun and engaging way to interact with the lesson, explore and learn. Chapters offer interactive charts and data, lessons on the basics and impacts of climate change, video interviews with climate scientists and even a trivia game to test your knowledge.



When complete, the app will be distributed to museums, zoological institutions, nature centers and schools for use in classrooms or touchscreen kiosk displays.

[WATCH A VIDEO](#)





ECOSYSTEM EXPLORER APP

This interactive app was designed as a new teacher resource for schools and colleges in Cambodia. The interactive guide includes 3 sections: an interactive photo library, an interactive wildlife guide, and an interactive map of Cambodian ecosystems. The tool provided a new and exciting way for students to learn about wildlife and ecosystems in Cambodia.

The app was designed to run on a large 4K TV screen using either a mouse or a touchscreen overlay. The app included short educational videos and animations, as well as key information on day-to-day choices that support wildlife conservation.



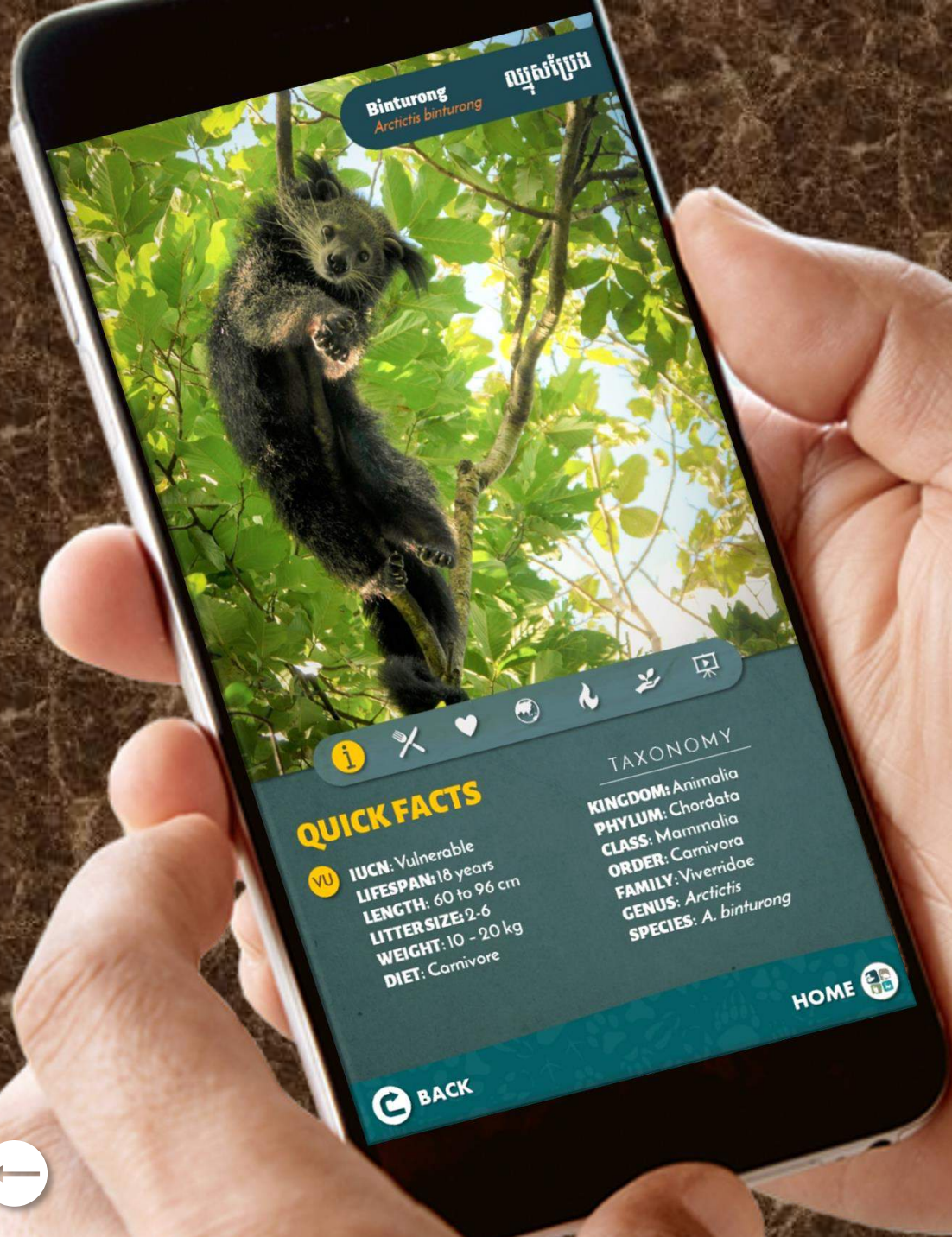


VOICES OF CONSERVATION | At The Nature Discovery Center

This interactive touchscreen app was developed to help students and visitors at The Nature Discovery Center learn more about conservation efforts in the region. Users explored a menu displaying various conservation project logos. Selecting one opened a general information page about the project while playing a short film summarizing the work they do.

This kiosk was set up at our Conservation Zone at the discovery center and was also distributed to dozens of schools around the country. Today it is helping spread better understanding and awareness of ongoing conservation efforts in Cambodia.





INTERACTIVE SPECIES FACTSHEET

Our prototype mobile field guide provided a better interface and user experience than most existing applications or printed field guides. This app was designed to showcase our vision for a modern take on the traditional field guide. It included hundreds of species and was designed to sync data from the cloud. Citizen science tools would allow the general public to contribute to a growing photo gallery with relevant meta-data and geo-tagging providing an additional free, publicly available database of information on species in the region, helping to spot new species or identify patterns not possible using older methods.

A large-scale prototype of this app was set up at The Nature Discovery Center of Cambodia to test the user interface and search for usability issues. The app was met with positive feedback and needed little improvement. Funding was lacking to convert this into a complete iPhone/Android app, therefore we distributed it to schools as an interactive PowerPoint. This allowed us to reach tens of thousands of students with an exciting new way to learn about their native species and help inspire passion for local biodiversity.





VIRTUAL REALITY LEARNING

Fauna in Focus is in the early stages of venturing out into the educational video game market. We are using Unreal Engine 5 and the Quixel Megascan texture library to build an interactive ecosystem explorer for virtual reality. This experience will transport students into dense jungles, open savannahs, frozen tundra or deep beneath the ocean waves to experience natural ecosystems in photorealistic, immersive environments. In each ecosystem, students will use scientific tools to complete challenges, identify, photograph or monitor the local plant and animal species, and unlock special rewards and achievements for conducting conservation actions.

Fauna in Focus is also developing educational mobile games, digital animal trading cards and even an augmented reality learning game that will include citizen science applications.





WILDLIFE CLUB PROGRAM

The Wildlife Club Program is the core curriculum at Fauna in Focus. The course includes 10 inquiry-based wildlife and natural science lessons designed for primary, secondary and university students. Each lesson includes a host of student-led activities, hands-on challenges and biofacts, and interactive media presentations that guide the learning process. Each lesson is designed around exploration-based learning principles that encourage critical thinking, teamwork and communications skills, all while delivering a vital foundation of knowledge and skills in wildlife and conservation science basics. This was the first advanced natural science curriculum in the country.

This program and its materials and components were developed and piloted from 2016 - 2020. Throughout the program, our team deployed comprehensive monitoring and evaluation protocols to accurately gauge student impact and measure statistical changes in audience knowledge and attitudes. The results of these studies were used to identify problems and improve the programs and activities over the years.



WILDLIFE CLUB PROGRAM





WORLD WILDLIFE DAY | 2018 & 2019

In 2018, Fauna in Focus hosted Cambodia's first ever World Wildlife Day. The event was conducted at Jaya House Siem Reap in partnership with the Mekong School for Field Studies (SFS) and Paññāsāstra University. After providing training to undergraduate students from these two programs, our staff and students worked together to host the event for hundreds of local school students and visitors. The event included a dozen educational games and activities stations for participants of all ages and backgrounds to complete.

In 2019, Fauna in Focus partnered with the Mekong School for Field Studies (SFS) and Paññāsāstra University to build a massive art piece from recycled plastic water bottles. The sculpture was designed by our students as part of the World Wildlife Day 2019's theme: Life Underwater. The piece was completed with 50kg of plastic waste, an amount representing the waste generated by Siem Reap town in just 30 minutes. **The video here was produced and shared** by participants to raise awareness of plastic waste pollution and Cambodia's most important aquatic species.





TIGER TALK PROGRAMS | At The Nature Discovery Center

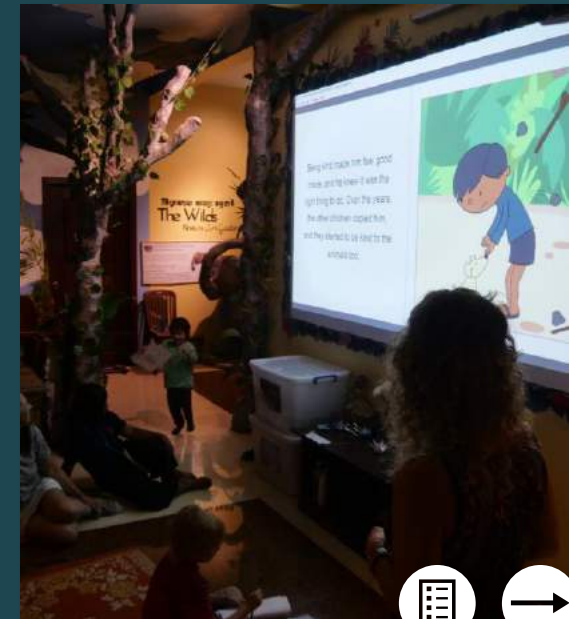
The Tiger Talk program was a free community science program that matched the general public and university students with wildlife and conservation experts from different fields. The events covered a range of topics, from conservation genetics and wildlife filmmaking to sustainable water usage on the Mekong, elephant conservation and women pioneers in the conservation sciences. Our guest speakers included world famous primatologist Dr. Patricia Wright and photographer Noel Rowe, documentary filmmakers Kern & Kip Konwiser, Jemma Bullock, Bram Wolters and Courtney Weatherby.





BOOKWORMS YOUNG READERS CLUB | An Epic Animal Quest Partnership

In 2019 Fauna in Focus hosted a weekly education program for young local and international readers. The program was run in partnership with Epic Animal Quest, a company that illustrates and publishes educational storybooks for young audiences around the world. The program was free for children and parents, and included video presentations from Fauna in Focus, reading, writing and arts and crafts with the team from Epic Animal Quest.

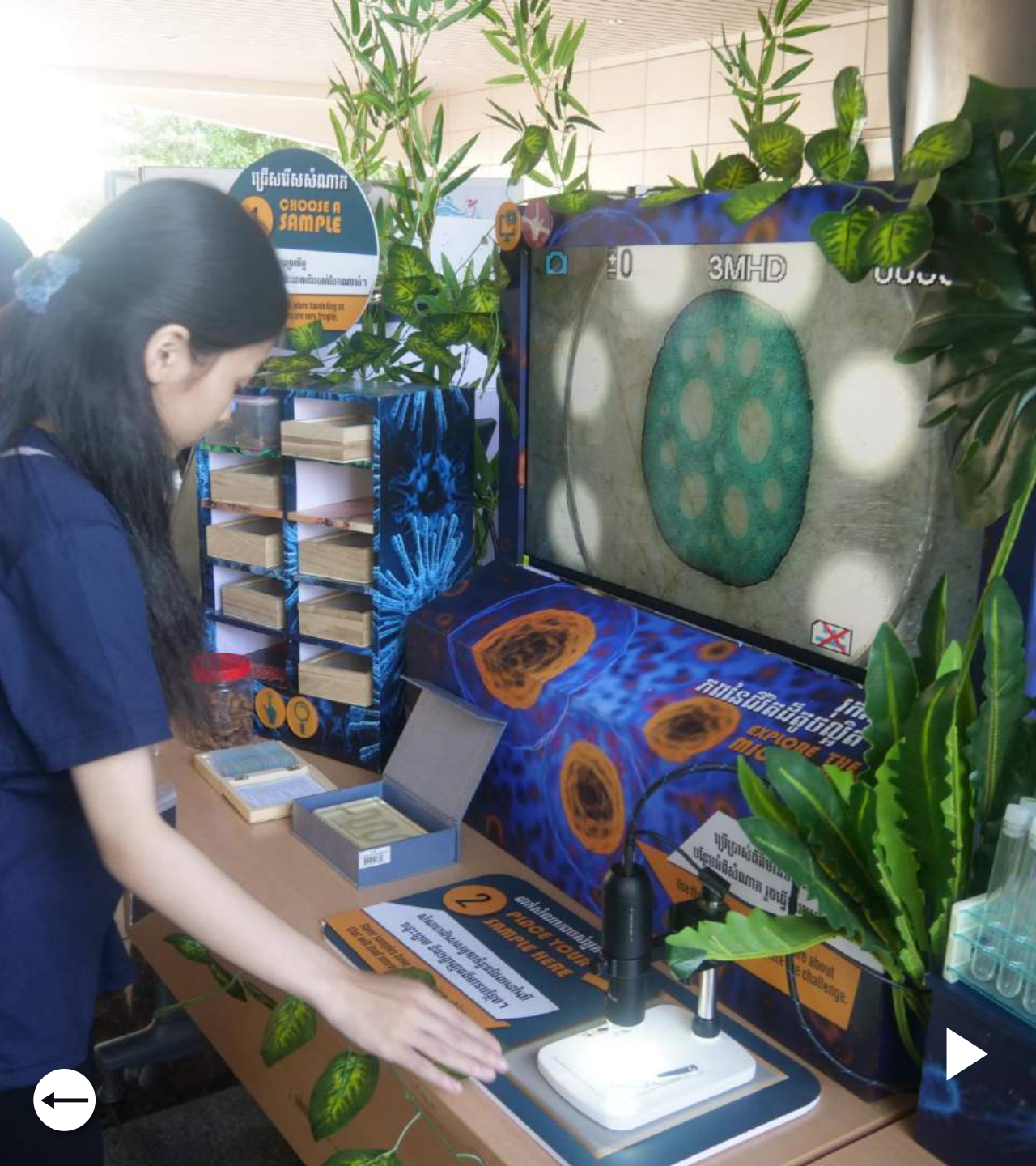




COMMUNITY OUTREACH

Though Fauna in Focus prioritized working with schools, universities and urban learning centers, we also conducted education and outreach programs and public awareness events in remote villages and rural communities around the country. At each event we set up large, interactive learning stations to help attract community members. Every event also included our Wildlife Club program carried out at the rural school. This was followed by an evening event centered around a screening of our nature films and videos, followed by Q&A sessions between our environmental educators and the community.





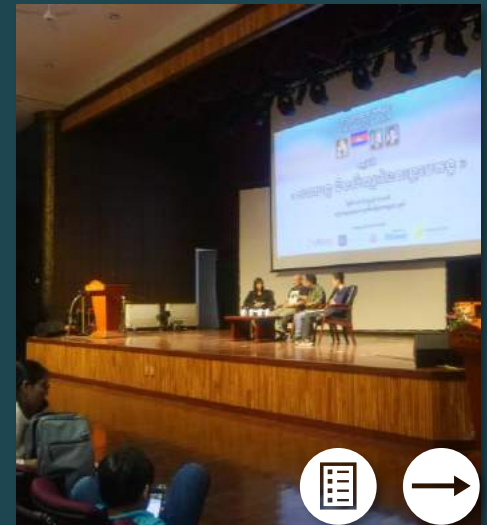
MEKONG FILM FESTIVAL | An Event In Collaboration With Wonders of the Mekong

In 2019, Fauna in Focus partnered with the Young Eco Ambassadors and Wonders of the Mekong to put on a massive public awareness event in Cambodia's capital city, Phnom Penh. The event was hosted at the Royal University of Phnom Penh and saw over 5,000 participants. Fauna in Focus designed and ran 10 activity stations throughout the day, as well as holding screenings of our nature films.

After screening The Cambodian Nature Film, our staff and volunteers participated in a panel discussion with 1,000 university students about conservation work in the Mekong region, as well as the importance of media, outreach and education as a method to engage with the general public.



MEKONG FILM FESTIVAL





ECOSYSTEMS BOARD GAME

Our first educational board game was all about Cambodian Ecosystems. Our volunteer artists and graphic designers worked closely with our wildlife experts to design over 50 unique wildlife species cards. These must be played into their appropriate habitat by the players, who work together to trade and exchange the appropriate habitat resources such as food, water and shelter. With enough habitat resources the wild animals may be reintroduced back into their native habitats.

Our Board Game was widely used by our environmental education department. Additional copies were produced and distributed to local schools, libraries and other conservation NGOs.

Many conservation efforts sadly lack the creativity and willingness to spend the time, energy and funds needed to develop exciting, new materials to improve audience engagement in their education and training programs. At Fauna in Focus, we are continuing to develop a host of custom-made games, board games and other unique learning tools for educators and conservation organizations working in biodiversity hotspots around the world.





CONSERVATION LEADERSHIP PROGRAM | *At The Nature Center*

Supported by a grant from the US Embassy, the Youth Conservation Leadership Program (YCLP) was a capacity development program for young professionals working in the conservation sector in Cambodia. The course ran for 4 months and provided 40 days of training, field courses and lessons on project management and administration, teaching techniques, design and science communication.

Fauna in Focus developed an application process to select participants from local university programs and conservation non-profits. Fourteen applicants were selected to complete the course. After 20 classroom training workshops and 2 multi-day Nature Discovery Expeditions to learn wildlife science skills in the field, our students worked together to design, fund and run their own environmental program. Working in teams, they put their new skills to the test: they developed a project proposal, budget and work-plan, designed and prepared teaching materials, developed lesson plans and marketing materials, and finally ran a public awareness event for hundreds of students and visitors.



YOUTH CONSERVATION LEADERSHIP





WILDLIFE FILM & PHOTO FESTIVAL

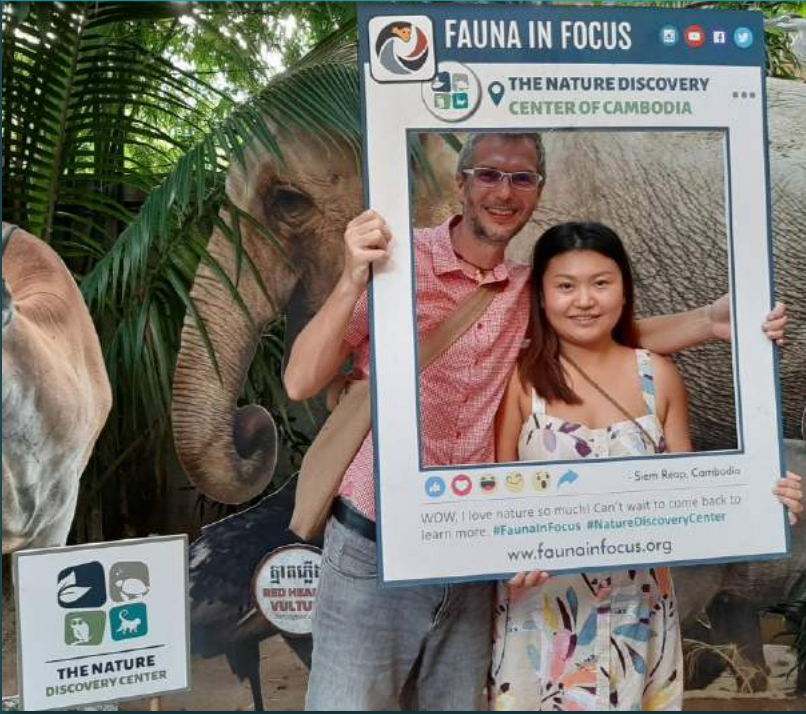
| 2020

In 2020, Fauna in Focus hosted Earth Week. Over the week we ran numerous public awareness activities, community outreach programs, film screenings and Tiger Talks aimed at reconnecting people with nature. The featured event was Cambodia's first ever Wildlife Film & Photo Festival. This event gathered wildlife photographers, film-makers and conservation NGOs from around the country to celebrate nature, wildlife and wildlife conservation efforts.

The event drew hundreds of visitors to our Nature Discovery Center over the week. We screened films from Wildlife Alliance, Conservation International and independent filmmakers. One main event was the world premiere of our new film on climate change, "Our Only Home."



WILDLIFE FILM & PHOTO FESTIVAL





GET IN TOUCH | Sponsor or Collab with Fauna in Focus

Fauna in Focus is expanding. After completing our pilot program in Cambodia in 2020 we are looking to continue this important work in biodiversity hotspots across the planet. If your organization needs our help reach out and let us know. If you would like to become a sponsor or partner, you can learn more on our website, or contact us below. **We thank you for your interest in Fauna in Focus.**

[CONTACT US](#)

[DONATE](#)



THANK YOU!

To all our Partners & Sponsors



You can become a Fauna in Focus Wildlife Champion by joining our amazing donors and sponsors. Or reach out to partner or collaborate with Fauna in Focus like the organizations above. Learn more at:



www.faunainfocus.org

