



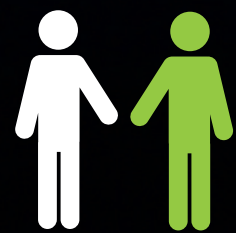
APPS 4 AFRICA

Climate Challenge

Winner!

» IMAGINE SMALL  
INITIATIVES WITH  
A BIG POSITIVE  
IMPACT ON OUR  
ECOSYSTEMS

**ecofund**  
our future is green





## SMALL LOCAL INITIATIVES...

### It all started with Augustin.

Armed with the trust of the men and women of his rural community in Diembering, Casamance, (Southern Senegal) and some personal resources, Augustin was seeking additional funds to fence in the 32 hectare forest (64 football fields!) of his village, to protect it from real estate predation and

threats such as poaching and illegal felling.

Did we want to help Augustin? Definitely! But how could we do so effectively and sustainably? That is when we imagined Ecofund, a web platform that would not only present Augustin's inspiring project and introduce his environment to the global audience, but also raise money online.

A few months after online publication, Augustin convinced 39 individual donors to contribute between 5 and 250 Euros. Moreover, encouraged by the Ecofund community, two corporate donors made significant donations. Thanks to this support, Augustin was able to order a professional fence.

Augustin and Ecofund supported an inventory of the forest's birds that showed it to have several species confined, in Senegal, to Casamance's evergreen forests, one not recorded in Senegal for more than 30 years.

Augustin would no doubt tell you that he is not doing anything special. But we see him working every day for the protection of the environment. To us, he is one of the modern day heroes, as is Sidi, keen to protect migratory birds in his native "Banc d'Arguin" in Mauritania or Jose and Tommy, a father and son devoted to the preservation of endangered species of turtles and birds in Cape Verde. This is why we call them "Champions".

» THERE ARE SO MANY OTHER CHAMPIONS, MEN AND WOMEN, IN AFRICA, AND EVERYWHERE ELSE, WHO DESERVE TO BE INTRODUCED TO THE WORLD AND ENCOURAGED!





... WITH A BIG POSITIVE IMPACT ON OUR ECOSYSTEMS.

Preserving our planet is not an impossible task but a challenge within everyone's reach. That is what we believe. It is this very spirit of positive action that we are trying to spread with Ecofund and the unique platform it provides.

### » 1. Information

Our Ecoblog takes you on a journey to the most remote locations. You will learn about the challenges and opportunities of environmental protection there and why this is important for all of us: protecting migratory birds in "Banc d'Arguin" in Mauritania ensures that after a cold and grey winter, we in Europe can still hear the calls of wading birds on our wetlands in the spring.

### » 2. Dialogue

Thanks to our Ecoforum, global citizens can exchange stories and ideas on how to protect our biodiversity. Ecoforum is a virtual meeting point for all those who don't wait for political decision makers to address the needs of environmental protection.

### » 3. Action

We identify, highlight and boost positive actions by connecting supporters with Champions and their concrete projects. Our Champions do extraordinary things every day to preserve our biodiversity. Ecofund accompanies each project and guarantees concrete and tangible results.

These three pillars are Ecofund's driving force for a sustainable positive environmental change.

» *Ecofund was awarded the APPS 4 AFRICA 2011 prize by the American Department of State on December 7th in Durban at the 17th International Conference on Climate Change COP17.*

**"WE BELIEVE THAT EVERYONE CAN BE A CHAMPION, THAT SMALL EFFORTS CAN PRODUCE A BROADER POSITIVE EFFECT ON OUR ECOSYSTEMS"**


### OUR COMMUNITY OF CHAMPIONS IS GROWING!



In Cape Verde, José and Tommy Melo, protect endangered species of sea turtles and the birds of the Islands of Santa Luzia, Branco and Razo



In Mauritania, our champion Sidi and the youth of his village Iwik are the guardians of migratory birds and amazing landscapes of the National Parc of Banc d'Arguin

A satellite-style map of the Americas, showing North and South America in shades of green and brown, set against a dark blue background of the oceans. The map is oriented vertically, with North America at the top and South America at the bottom.

With Ecofund we have created a global community of green-minded people. Ecofund offers everyone the opportunity to preserve our ecosystems in a simple, transparent and concrete manner. Individuals from all over the world as well as artists, organizations and corporations have already joined us.

Contact us and get involved!



Markus



Sandrine



Marième



Assane

Non-profit association registered at Vereinsregister Amtsgericht Karlsruhe, Nr. 3605

Ecofund e.V.  
Luisenstraße 52 a  
76137 Karlsruhe  
Germany

Ecofund in Senegal:  
Markus Faschina  
33, Fênetre Mermoz  
Dakar, Sénégal

Mobile: +221-775 691 619  
E-mail: [contact@ecofund.org](mailto:contact@ecofund.org)

Website: [www.ecofund.org](http://www.ecofund.org)

Board: Markus Faschina (Chairman),  
Nora Selig, Otmar Veit

Management Team: Markus Faschina, Sandrine  
Beauchamp, Marième Kane, Assane Seck

Bank: Frankfurter Sparkasse 1822  
Name: Ecofund e.V.  
Account: 200469797  
BIC/SWIFT: HELADEF1822  
IBAN: DE89500502010200469797