

Wildlife Credits Namibia and the Kunene Lions product

Rewarding communities in Namibia's northwest who live with lions



Lions rule in the wild. Their powerful roars reverberate across the plains, pulling prides together, and sending fear through potential prey.

Across Africa, lion populations are under pressure due to a range of challenges, including habitat loss, illegal hunting, trade in lion body parts, and conflict with humans and livestock over limited resources, factors that are further influenced by climate change.

Given this harsh reality, lions in the wild are fast disappearing. In fact, today, lions have vanished from over 95 percent of their historic range, and experts estimate that there are only about 20,000 lions left in the wild in the world. Of these, there are *only 785 lions in Namibia*. In Namibia's northwest, small prides of desert-adapted lions prowl the plains, ephemeral riverbeds, and the desolate beaches along the Skeleton Coast to eke out survival. Rural community members across these landscapes live with the threat of lions killing their livestock and, at times, threatening their lives, a constant undertone of life in these remote, staggeringly beautiful areas.

A critical part of protecting the lion in the northwest means ensuring that rural people struggling as subsistence farmers are incentivized to live with lions. This is where the Kunene Lions Wildlife Credits product plays a critical role.

With support from the Lion Recovery Fund, Kunene Lion Wildlife Credits has rewarded communal conservancies for pro-active conservation results that support the co-existence of lions and people in this landscape. As of 2025, the Anabeb, Ehi-Rovipuka, Sesfontein and Torra conservancies are participating in the Kunene Lions Wildlife Credits initiative, while the

product has been introduced to the Puros, #Khoadi-//Hoas, Doro!Nawas, Sorris Sorris and Tsiseb conservancies.

Since 2022, more than NAD 1.5million has been paid to conservancies for their tolerance of lions, with an additional NAD 1.3 million still to be disbursed. The conservancies have used these funds to support the Lion Rangers’ program, to install early warning systems that alert them when lions are moving closer to their homesteads, and to support other community development initiatives.

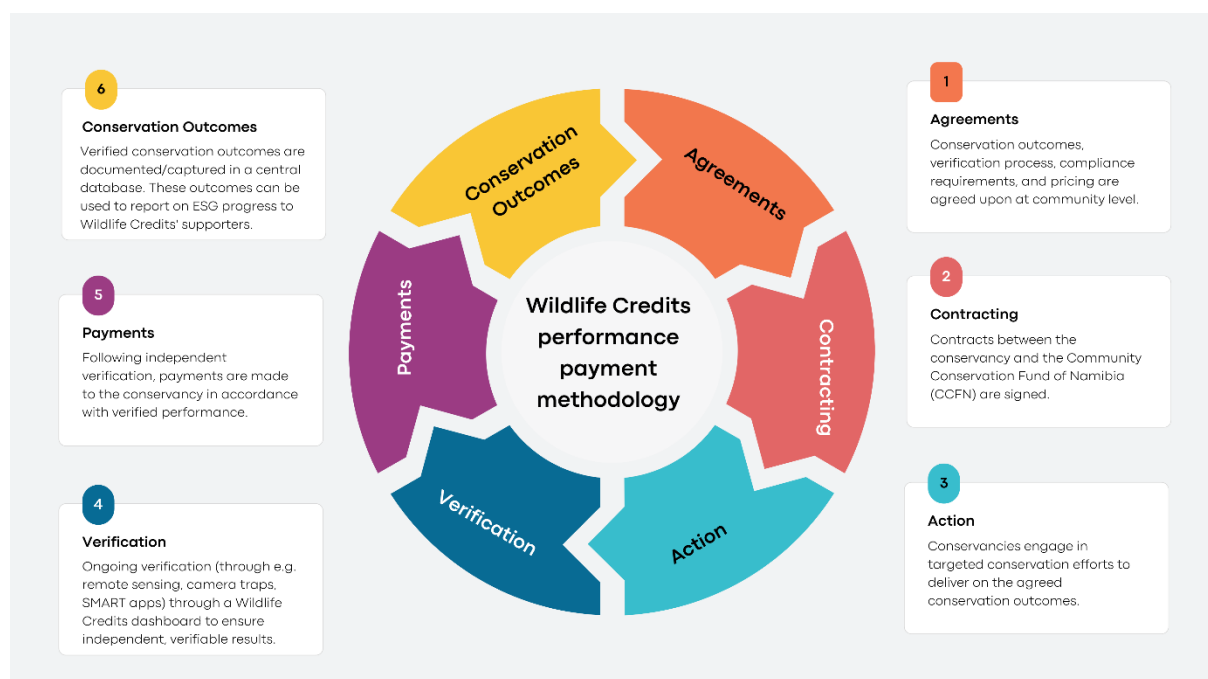
Paying for conservation success recognizes the vital role that communities play in conserving wildlife for all of us. It’s a delicate balance. To ensure that lion roars continue to echo across the plains, lions - the communities who live with them and those who are working to make sure both lions and people continue to co-exist - need Wildlife Credits.

Innovation in action

Giving credit to communities that have made the choice to live with wildlife is the focus of **WILDLIFE CREDITS**, an innovative conservation initiative that rewards the communities who are actively protecting and conserving wildlife and its habitat.

Wildlife Credits is a type of payment for ecosystem services for wildlife conservation performance. The concept’s premise is that as ecosystems come under increasing pressure from industry and development, there is tangible, global value in conserving their integrity by maintaining healthy land, water and wildlife populations. Furthermore, this value should be transferred to the people who are at the frontline of protecting these ecosystems. This applies directly to rural communities who carry a disproportionately large burden of the costs that come with living with wildlife.

Wildlife Credits contracts with communities are being applied to the protection of landscapes, wildlife corridors and species. They follow the methodology outlined below:



GET INVOLVED

Nature is everyone's business.

Wildlife Credits Namibia provides an opportunity to contribute to the conservation of valuable species and ecosystems, by incentivizing and rewarding rural communities who carry a disproportionately large burden of the costs that come with living with wildlife.

Because of its performance-based payment system, Wildlife Credits provides verified results of conservation performance that directly contribute towards global and/or national targets, such as the 30x30 Global Biodiversity Goals.

The Wildlife Credits team would welcome the chance to discuss this innovative approach to conservation impact with you and explore corporate engagement options aligned with philanthropy and Wildlife Credits.

Please **contact** info@wildlifecredits.com for more information.

