

## NatWest Entrepreneur Accelerator

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powering your business



# CASE STUDY ANIMONDIAL

Daniel and Helen met while both working for an international NGO focused on wild animal protection. Fuelled by their shared ethos and passion for species protection, they set up their own company Animondial in 2018. Animondial specifically works with the tourism sector, providing advice and guidance to travel businesses to encourage responsible animal-friendly tourism to better protect animals, all with an aim to reduce biodiversity loss and climate change.



60-70% of all travel tours involve animals to some degree, whether that be viewing or interacting with animals in a captive or wild environment. Animondial seeks to ensure tourism activities do not negatively impact the animal, the natural environment, customers or the locals. For example, Animondial is working with the tourism sector to empower local communities, better protect fragile habitats and prevent the illegal selling of souvenirs made from animals to unknowing tourists. Encouraging the tourism sector to be a force for good, Animondial is mobilising national, regional and global businesses to identify and minimise their negative impact on animals and nature, and through their operations, bring greater value, and therefore protection, to animals and nature.

The pandemic has crippled the travel industry, with most destinations experiencing a 75% drop in tourism and recovery is slow. However, this pause in

operation has allowed businesses to take stock and consider how their pre-pandemic actions may have impacted the natural environment. Daniel explains that COVID-19 is a zoonotic disease, a disease that jumps from other animals to humans, a situation that has been exacerbated by the overexploitation of wildlife and the degradation of nature. With over 60% of emergent diseases zoonotic, actions must focus on the responsible and sustainable use of animals, an end to illegal wildlife trade and the protection and restoration of biodiversity in order to better protect nature, lessen climate change and prevent future zoonotic diseases outbreaks.

Post-pandemic Animondial is focused on three key outputs: development of ANIMONDIAL's Animal Protection Network to bring support and benefits to grass-roots animal protection projects across the world, delivering opportunity with the travel industry and helping to

sustain the local community livelihoods in the most biodiverse destinations; the creation of an evaluation tool that helps tour operators minimise negative impact and maximise output to better protect animals and nature in the destination; and building on the '30 by 30' initiative, to protect at least 30% of land and ocean by 2030, Animondial is encouraging governments to enhance efforts to build back better for animals and nature.

Animondial encourages everyone to travel responsibly. Only travel with tour operators that take sustainability seriously and, importantly, seek to better protect animals and nature. Daniel says, "We cannot rely on governments 'to do the right thing', businesses too need to step up. In fact, everyone is responsible, responsible decision-making will make the world a better place"



CREDIT: PETER YUEN

## ANIMONDIAL

Check out [animondial.com](https://animondial.com)  
for more information.