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Dear friend,

Three agenda-setting initiatives from IWMC

Integrating Wildlife, Markets and Conservation (IWMC) is excited to report today the launch of its website, which hosts Conservation Influencers, an innovative directory of 60 animal activist, environmental and ecological NGOs. The new website also provides news about *Wildlife Betrayed*, a forthcoming book containing a 21st-century manifesto for conservation and the consumptive use of wildlife.

The new website offers fresh stories, analysis and videos. In future we shall invite guest columnists to speak out, as well as add more NGOs and philanthropic bodies to Conservation Influencers. We shall also provide frequent news reports.

Please feel free to let us know what you think of the website and Conservation Influencers. We'd also welcome your suggestions for what we should cover in the future and what tools and resources we might further develop.

Visit www.iwmc.org

FRANCAIS

Trois initiatives à l'ordre du jour de l'IWMC

Intégration de la Vie animale, des Marchés et de la Conservation (Integrating Wildlife, Markets and Conservation) (IWMC) est heureux d'annoncer aujourd'hui le lancement de son nouveau site Web, qui héberge les Influenceurs de Conservation, un répertoire innovant de 60 militants de la cause pour les animaux, ONGs environnementales et écologiques. Ce nouveau site Web signale, de plus, la parution éventuelle d'un livre « Wildlife Betrayed », un manifeste du 21ème siècle pour la conservation et l'utilisation durable de la faune.

Le nouveau site Web offre également de nouveaux récits, analyses et vidéos. Des chroniqueurs seront invités à s'exprimer, et davantage d'ONGs et d'organismes philanthropiques seront ajoutés aux Influenceurs de Conservation. Nous publierons aussi des reportages.

N'hésitez pas à nous faire savoir ce que vous pensez du site Web et des Influenceurs de Conservation.
Nous serons également heureux de recevoir vos suggestions sur ce que nous pourrions couvrir à l'avenir et sur les outils et ressources à développer.

Visite www.iwmc.org

Yours,

Eugène Lapointe, IWMC President



EXCLUSIVE



Hands off all sharks?

At CITES' CoP-18, the assembled NGOs made sharks their iconic species of choice, knocking elephants off their number one spot. The question is, why did an ugly predator displace photogenic and speciously friendly elephants as the primary campaign pillar of animal rights activists?

[Read more to find out why...](#)



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