

The image features two tree frogs with yellow and brown mottled patterns on their bodies, perched on green reeds. The frog in the upper right is facing right with its mouth open, while the frog in the lower left is facing right. The background is dark, making the green reeds and the frogs stand out.

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survival alliance

saving
amphibians
together

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What is the Amphibian Survival Alliance?

The **Amphibian Survival Alliance** is a partnership acting for **amphibians**, for the **environment**, and for people.

At the heart of the alliance, a secretariat works to **strengthen** and **enable** partners to pursue shared priorities, programs and policies to **advance** amphibian conservation goals.



Why care about amphibians?

Wangari Maathai, the Nobel Laureate who started the Green Belt Movement in Kenya in 1977, was an inspirational and larger-than-life presence whose words carried weight and meaning.

She told a **story** that will resonate with all those who, as children, have **fished for tadpoles** in their local stream or who have at some stage in their lives been filled with **wonder and awe** at frogs and salamanders. It is a story that embodies why we should care about amphibians and why we should fight for their survival. In the closing of her Nobel acceptance speech, Wangari said:

“I **reflect on my childhood** experience when I would visit a stream next to our home to fetch water for my mother. I would drink water straight from the stream. Playing among the arrowroot leaves I tried in vain to pick up the **strands of frogs’ eggs**, believing they were beads. But every time I put my little fingers under them they would break. Later, I saw thousands of tadpoles: black, energetic and wriggling through the clear water against the background of the brown earth. This is the **world I inherited** from my parents.



Today, over 50 years later, the stream has dried up, women walk long distances for water, which is not always clean, and children will never know what they have lost. The challenge is to restore the home of the tadpoles and **give back to our children a world of beauty and wonder.**”





Why care about amphibians?

Frogs, salamanders and caecilians are **woven through our cultural fabric** the world over. They provide children with **beauty and wonder** and play an integral role in the functioning of ecosystems. Because of their sensitivity to change, amphibians are believed to be **bellwethers of ecosystem health**.



But the world over, amphibians are **in trouble**, as entire species are being driven to extinction by threats that include loss of habitat, disease, contamination and climate change. The latest figures from the International Union for Conservation of Nature (IUCN) Red List of Threatened Species™ show that there are nearly as many threatened species of amphibians as birds and mammals combined, and that the proportion of threatened species is higher for amphibians (30.2%) than for either birds (12.5%) or mammals (20.6%).

The ASA is committed to converging a diverse network of global partners with one goal: to **protect amphibians and their habitats**. We have a blueprint for action in the form of an Amphibian Conservation Action Plan (ACAP) and a track record of **conservation successes** on which to build. The preservation of core amphibian habitat will be coupled with strategies to mitigate the other threats. Together we can ensure that frogs, salamanders and caecilians thrive in healthy ecosystems for **future generations**.





Our Mission and Vision

The ASA **protects amphibians** and their habitats through **dynamic partnerships** worldwide.

We **envision** a world in which the **extinction** of known threatened species of amphibians has been **prevented** and their conservation status, particularly of those most in decline, has been improved and sustained.



The ASA's Vision mirrors the **Aichi Biodiversity Target 12**, one of the 20 Targets that nearly 200 countries, through the Convention on Biological Diversity (CBD) and its Strategic Plan, committed to meet by 2020 to save biodiversity and enhance its benefits for people. The ASA is well positioned to help those signatories meet their commitment to saving biodiversity.

By focusing on amphibians and the habitats upon which they depend, the ASA is working to **improve the quality of life** for many other species – including ourselves – around the world.



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Our Aims

-  **Prevent the extinction** of any amphibian species.
-  Maintain or **improve the conservation status** of all amphibians, with priority given to threatened species.
-  **Build broad partnerships** and engage stakeholders to advance effective conservation actions.
-  **Protect**, manage and restore **important habitats** for amphibians at key sites worldwide.
-  Provide decision makers with **conservation advice** based on the **best scientific knowledge** available.
-  **Educate, empower** and **inspire** partners to protect broader biodiversity and improve the quality of lives by adopting **amphibians as flagships** for conservation.





Our Values

All of the ASA's activities are underpinned by four core values:

Collaboration. Effective conservation depends upon collaboration among a range of global and local stakeholders. Ensuring **positive collaboration** is essential to the success of the Alliance and to achieving our conservation goals.

Sound Science. The work of the ASA is underpinned by the best available science through our close partnership with the IUCN Amphibian Specialist Group and institutions that are **global leaders in amphibian conservation and research.**



Accountability. The ASA has a responsibility to partners to ensure that we are moving strategically towards **shared goals**. Working collaboratively, the ASA regularly identifies short, medium and long-term objectives and provides status reports on how those objectives are being met.

Communication. The ASA appreciates the importance of effective and open communication. The ASA is dedicated to **promoting the critical work** of alliance partners and opportunities for conservation success.





Our Goals

The ASA focuses its efforts around goals for **species**, **sites** and **people**. Our goals for each are outlined below.

Species

 **Maintain populations and ranges** of all naturally-occurring amphibian species. Although priority is given to threatened species, we believe that all amphibians have value, and will support actions aimed at maintaining populations of non-threatened species.

 **Promote** amphibians as a **flagship group** for conservation. Amphibians, because of their diversity, beauty and potential as indicators of ecosystem health, are ideal flagships for **broader conservation goals**.

Sites

 Take action to **protect** and, where appropriate, **restore sites** containing habitats of local, regional and global importance for amphibians – defined as **Important Amphibian Areas (IAAs)**. We believe that the protection of core habitats should underpin all amphibian conservation efforts.

People

 Build a **network** of individuals and institutions who **value amphibians** and their role in the healthy functioning of ecosystems worldwide.

 **Integrate amphibians** into broader initiatives working toward **shared goals** of biodiversity conservation and human wellbeing.



Our Objectives

The ASA aims to achieve its goals by identifying global conservation priorities, conservation actions on the ground, developing capacity, and advocating change to promote the survival of amphibians around the world. Specific objectives within these four areas are outlined below.



Identifying global priorities

-  **Synthesize data** on amphibian species, sites and habitats to identify a global network of Important Amphibian Areas to prioritize conservation actions.
-  **Facilitate coordination** of national, regional and global data collecting networks.
-  Create local and regional **plans of action** and set targets for amphibian species, sites and habitats.
-  **Integrate** amphibian conservation goals into **broader conservation agendas** for biodiversity and ecosystems that are compatible with the socioeconomic development of local communities.



Conservation Actions

-  Support action in key sites, in **collaboration with local communities**, to **conserve amphibians** and their **core habitats**.
-  Promote **novel and innovative approaches** to amphibian conservation.
-  **Share success stories** and promote coordinated conservation actions within and among countries and regions.
-  Monitor and report on **progress** in conserving the world's amphibians and their core habitats.



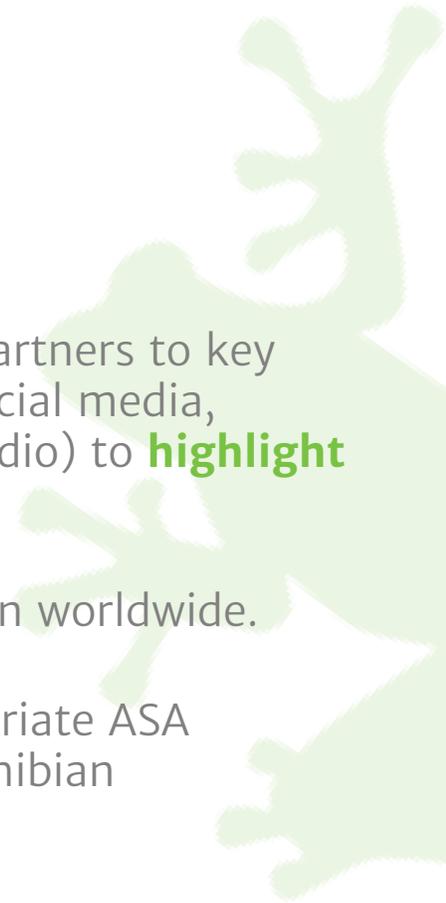
Developing Capacity

-  Increase **diversity** in the Alliance partnership and **strengthen** the **capacity** and **effectiveness** of Partners through training in management, fundraising, communication and advocacy.
-  Collaborate on fundraising to demonstrate the value of **leveraging financial capacity** to achieve shared conservation goals.



Outreach

-  **Communicate** the accomplishments of ASA's Partners to key audiences through relevant media channels (social media, partners websites and blogs, newspapers, tv, radio) to **highlight solutions to current challenges**.
-  **Stimulate** an interest in amphibian conservation worldwide.
-  **Integrate outreach and education** into appropriate ASA programs to broaden the constituency for amphibian conservation worldwide.
-  **Advocate** for the inclusion of amphibian species and sites into relevant legislation and broader conservation agendas.





Partnering for Success: A Case Study

The Sierra Caral of Guatemala is home to a staggering **12 Threatened amphibian species**, five of which are critically endangered. The area has been repeatedly identified as the **number one conservation priority** in the country.



Recently, the largest tract of remaining forest in the Sierra Caral was in **imminent risk** of being lost when it went up for sale. Properties adjacent to these forests had already been purchased by cattle barons and cleared, and it looked likely that this area would meet the same fate.



Swift action from a consortium of national and international partners enabled Guatemalan NGO FUNDAECO to acquire and **protect 2,400 hectares** of some of the **richest forests in the world** in perpetuity. The ASA is working to replicate this model in other Important Amphibian Areas and with local partners worldwide.

Our Partners

The ASA is a **dynamic partnership** of more than twenty five active institutions worldwide, and growing. Join us.



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