

Flagship species

Definition:

A species used as the focus of a broader conservation marketing campaign based on its possession of one or more traits that appeal to the target audience

Used by

- Local conservation group
- NGOs
- Government

- Various groups employ flagship species to **deliver** subtly different **conservation messages** in the form of billboards, posters, brochures, or stickers, eye-catching pictures are interwoven with short texts about the ecology of an area or the habits of a species.
- **Objectives of flagship species:**
 1. The **target audience** for these educational tools or advertisements can also be the **wider** international community.
 2. Governments use flagship species to **symbolize** a country's natural heritage and to increase environmental awareness (National bird, animal and protected by law)
 3. NGOs **focus attention** on their own organizations using flagship species. (such as logos)
 4. Flagship species are enlisted **to raise money** for a conservation organization by capitalizing on a high-profile species with which donors sympathize.
 5. Flagship species are **used to establish reserves**.

Flagship sp. – public relation tool,

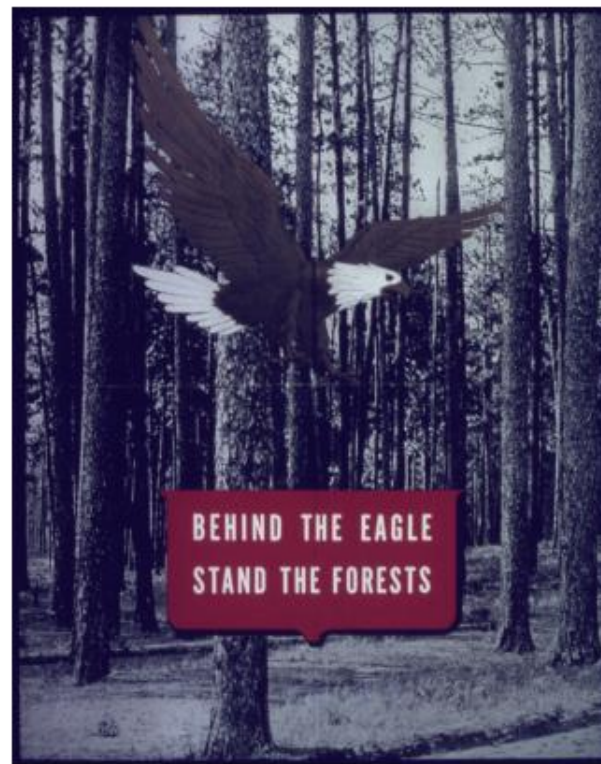
Umbrella sp. – an ecological tool



Project logo showing the use of the Zanzibar red colobus as the flagship species for a conservation organization in Zanzibar, Tanzania.



Logo showing the use of the Eurasian lynx as the flagship species for a protected area in Poland



Poster logo showing the use of the bald eagle as the flagship species for forests in the United States



Display showing the use of the tiger as the flagship species for a campaign at Berijam lake in Kodaikanal, India



500 Tanzanian shillings bank note showing the use of the African buffalo as a flagship species for the country's wildlife.



5000 Tanzanian shillings bank note showing the use of the Black rhinoceros as a flagship species for the country's wildlife.



10000 Tanzanian shillings bank note showing the use of the African savanna elephant as a flagship species for the country's wildlife.

TABLE 9-1. Use of flagship species in establishing reserves (from Caro et al. 2004).

<i>Species</i>	<i>Reserve</i>
<i>Plants</i>	
Redwoods	Avenue of Giants Redwood State and National Parks, California, USA
<i>Arthropods</i>	
Monarch butterflies	El Rosario Monarch Butterfly Sanctuary, Michoacan, Mexico
<i>Birds</i>	
Brown pelicans	Pelican Island National Wildlife Reserve, Florida, USA
Flamingoes	Lake Nakuru National Park, Kenya
<i>Mammals</i>	
Jaguar	Cockscomb Jaguar Nature Reserve, Belize
Tiger	15 reserves in India
Javan rhinoceros and Javan tiger	Ujung Kulon National Park, Indonesia
African elephant	Addo National Park, South Africa
Baird's tapir	Tapir Mountain Nature Reserve, Belize

TABLE 9-2. Principal proponents and objectives for which flagship species are used.

	<i>Promote conservation awareness</i>	<i>Self- promotion</i>	<i>Raise funds</i>	<i>Set up a reserve</i>
NGOs/Local groups	X	X	X	X
Zoos		X	X	
Governments	X			X

X shows that the objective is relevant.

Writer sometimes apply the terms “*Flagship umbrella species*”

In developing country, flagship species are considered on the basis of their cultural group. Some other parameters should be:

1. the species' origin is tied to the myths, ancestors, or origins of the culture.
2. The species is central to the transmission of cultural knowledge.
3. It is indispensable in the major rituals on which the community's stability depends.
4. It is either related to or used in activities intended to supply the basic needs of the community such as getting food, constructing shelters, and curing illnesses.
5. The species has significant spiritual or religious value for the culture in which it is embedded.
6. It exists physically within the territory that the cultural group inhabits or to which it has access.
7. the cultural group refers to the species as one of the most important species.

Culturally defined species must lie indirectly in helping to preserve the well-being of indigenous communities that are caring for local native species.

- Mostly top predators are considered as *Flagship species*, mostly due to:
 - **Raptors** might select breeding sites on the basis of ecosystem productivity that is associated with high biodiversity in some ecosystems.
 - Top predators have **large area requirements** that encompass territories of less-demanding species.
 - Apex predators may be **sensitive** to ecosystem dysfunction so that their continued presence signifies a functioning ecosystem.
 - Top predators **select sites** with high topographic and habitat **complexity** that favors high biodiversity.
 - They feed on a **variety of prey** species that must be present

- Top predators might themselves be responsible for maintaining high biodiversity.
- They can provide carrion for sympatric species
- They can protect lower trophic levels by keeping other predators out of the area
- They can alter the environment, thereby providing refuges for other species.
- They can be responsible for trophic cascades

Overall qualities of *Flagship sp.*

- the criteria must depend on **conservation goals**.
- a flagship species is used to **raise awareness** of conservation issues in the industrialized world.
- it should **attract attention** by being charismatic.
- should **live in one sort of habitat** with which it can be easily associated
- It may have **additional significance** and **educational value**
- it plays an important ecological **role in a specified habitat**
- **sensitive** to disturbance
- they should be **charismatic, possibly endangered** (although many national emblems are not)
- It should be **culturally significant**, especially if used locally.
- is used to **raise funds**.
- likely **requires a large area** if it is a large mammal or bird.
- flagships are being employed **to set up reserves**.
- They should **overlap with a large amount of biodiversity**

- Thank you