



Botswana
Predator
Conservation
Trust

Executive Summary

Coaching for Conservation

Coaching for Conservation (C4C) is an *out-of-the-box* way to address an important social challenge of protecting wildlife and wildlife habitats. Led by Lesley Boggs, C4C is the primary social development program of the Botswana Predator Conservation Trust and it targets children to deliver this message. C4C aims to help the conservation of Botswana's natural resources using organized sport to engender self-respect and inspire a generation of kids who care. Our core values chant; "Respect Yourself, Respect Each Other, and Respect Your Environment" helps children build self-esteem, engage in constructive social exchange and become aware of the fact that the first step to being interested in the future and the world around you, is to choose to have a future.

The link between sport, health and conservation are not always immediately obvious, but C4C is tackling issues with an innovative sports curriculum which marries football skills to conservation and wildlife messages by using games and skills sets taught through animal coaches and animal behavior. For example, when teaching the importance of teamwork, the wild dog coach illustrates the vital role of teamwork for survival, cheetahs teach the value of speed and agility and leopards bring lessons of territoriality to the field by learning to play your position. The core messages of respect are infused at every level in every lesson. The program also teaches young adult Botswana coaching skills and techniques and emphasizes the importance of health, for them to become mentors to the young people in their communities.

Now entering its seventh year, C4C has reached over 2,000 youth and by 2009, increased the participation of girls to 42 percent. Dedicated to the long-term success of the program in the community, C4C now includes local and international coaches, as well as a permanent educator and sports facilitator. With the help of TUSK, we have also built a permanent Conservation Education Centre to provide year-round programming to Ngamiland's primary schoolers.