THE BONOBO COMMUNICATIONS WORKSHOP

September 12, 2016
8:30 – 4:00 p.m.
San Diego Zoo

Photos by Dr. Jingzhi Tan
courtesy of Lola ya Bonobo (www.lolayabonobo.org)
September 12, 2016

Dear Workshop Participants,

Welcome and I’d like to express a heartfelt thank you for joining this exciting first-time event, The Bonobo Communications Workshop. With all the other important work to be done and causes in the world, we are thrilled that you chose to take time out of your busy schedules to participate with us today.

The Bonobo Project was formed in early 2015 to address the need to educate the public about bonobos, as most people have never heard of them, still. We hope to be able to transform that awareness into support for those organizations on the ground working to preserve bonobos in the rainforests of the Democratic Republic of Congo. The Bonobo Project seeks to work with entities that share a passion for bonobos and want to have a positive impact on the future of their survival. We are raising the profile of bonobos through social media, community outreach, television and film opportunities, conservation expos, school events, fundraising events and many other avenues.

One of the main goals of this workshop is for all participants to form networks with other bonobo stakeholders from across different sectors in order to find new and meaningful ways of collaborating on behalf of bonobos. Many of us know the difficulties bonobos are facing daily in their native Democratic Republic of Congo, all caused or exacerbated by humans, from poaching to habitat destruction to disease. Let’s work together to support existing initiatives and develop new campaigns based on best practices that are focused on bonobos and the communities entrusted to protect them to all thrive. We hope that you learn something new, form lasting friendships and find meaning in working as a group to brainstorm and problem-solve today.

All the best to you on your endeavors,

Ashley Stone
The Bonobo Project, Founder & President

WEB bonoboproject.org
The goal of the workshop is to bring together a diverse group of bonobo stakeholders from around the world to develop effective, creative and collaborative initiatives aimed at building bonobo awareness throughout the U.S.

**AGENDA**

8:30 a.m. – 9:15 a.m.  
**Registration/Breakfast**

9:15 a.m. – 9:20 a.m.  
**Welcome/Moderator Introduction**
- **ASHLEY STONE**, The Bonobo Project
- **DR. ANNETTE LANJOUW**, Arcus Foundation *(moderator)*

9:20 a.m. – 9:30 a.m.  
**Brief Participant Introductions**

9:30 a.m. – 9:45 a.m.  
**Video presentation of 60 Minutes/Lola ya Bonobo**

9:45 a.m. – 11:00 a.m.  
**Overview and discussion of what is currently happening on the ground in the Congo with regards to conservation and research**
- **JEFF DUPAIN**, African Wildlife Foundation (AWF)
- **FANNY MINESI**, Lola Ya Bonobo
- **DR. GAY REINARTZ**, Milwaukee Zoo/Bonobo & Congo Biodiversity Initiative (BCBI)
- **SALLY JEWELL COXE**, Bonobo Conservation Initiative (BCI)
- **DR. SATOSHI HIRATA**, Kumamoto Sanctuary, Kyoto University

11:00 a.m. – 12:00 p.m.  
**Current status of education and public awareness of bonobos here in the US and discussion of challenges**
- **DR. BRIAN HARE**, Duke University
- **DR. AMY PARISH**, University of Southern California
- **DR. JEROEN STEVENS**, Royal Zoological Society of Antwerp *(Lessons in Bonobo Awareness from Belgium)*

12:00 p.m. – 1:00 p.m.  
**Lunch**
AGENDA, CONT.

1:00 p.m. – 3:00 p.m. Strategies for raising the profile of bonobos in the US:
Donors/fundraising: DR. ANNETTE LANJOUW, Arcus Foundation
Schools and youth: SUSAN GUINN, KidsEcoClub
News, media and film: GREG CARSON, MeringCarson
Collaboration between field, conservation organizations and media: ASHER JAY, Creative Conservationist

3:00 p.m. – 3:30 p.m. Closing Remarks and Recap

3:30 p.m. – 4:00 p.m. Bonobo Exhibit Tour and free time to explore the Zoo

6:00 p.m. – 8:00 p.m. VIP Reception
6089 La Jolla Scenic Drive
La Jolla, CA

THANK YOU TO OUR GENEROUS SPONSORS!

Bonobo Friends
Forever Sponsors

Laura Galinson
Thank you Laura for your support of the Bonobo Project and Lola Ya Bonobo

MeringCarson
Thank you to the MeringCarson Team for the extremely generous pro bono work on all things related to the “I Bonobo You” campaign.

Bonobo Handshake
Sponsors

L.E. Gaming Inc.

Leena Patidar
For featuring The Bonobo Project on her new donation app, Coin Up – check it out!
DR. ANNETTE LANJOUW is a highly regarded great ape expert, having worked with wild bonobos, chimps and gorillas. She worked for 15 years as director of the International Gorilla Conservation Programme. Dr. Lanjouw was the international program officer for the Howard G. Buffett Foundation before becoming the Vice President for Arucus Foundation’s Strategic Initiatives & Great Apes Program. She is based in Cambridge, England.

JEF DUPAIN is based in Nairobi, Kenya as African Wildlife Foundation’s Technical Director for Central and Western Africa. He has 20 years of practical experience working on great ape conservation in and out of the field, and is considered a highly regarded authority on great ape conservation in Africa.

FANNY MINESI is the Executive Director for Lola ya Bonobo, the only bonobo sanctuary in the world. She succeeded her mother, Claudine André, who founded the sanctuary in 2004. As Claudine has stated, there’s no better person to oversee Lola than Fanny because she was “practically born into a basket of bonobos”. Ms. Minesi joins us from Kinshasa, Democratic Republic of Congo.

DR. GAY REINARTZ is internationally recognized for her work in bonobo conservation. Dr. Reinartz is BCBI’s (Bonobo & Congo Biodiversity Initiative) program director and conservation coordinator. Dr. Reinartz also serves as the coordinator of the Bonobo Species Survival Plan for North America, a captive bonobo breeding and management consortium for North American zoological institutions.

SALLY JEWELL COXE is the President and Co-Founder of BCI (Bonobo Conservation Initiative and she splits her time between Washington, DC, Kinshasa, DRC and Mbandaka, DRC. The mission of BCI is to protect bonobos, preserve their tropical rainforest habitat and engage local communities in the Congo Basin with cooperative conservation and community development programs.

DR. SATOSHI HIRATA is the Director of Kumamoto Sanctuary, Wildlife Research Center, Kyoto University, Japan. He has authored or co-authored dozens of publications since 1998. Dr. Hirata states that he would like to explore the evolution of the human mind through the investigation of social intelligence in great apes.

DR. BRIAN HARE is associate professor of evolutionary anthropology at Duke University in North Carolina and a member of the Center for Cognitive Neuroscience, a division of the Duke Institute for Brain Sciences. He has published dozens of articles in top scientific journals. As an advocate for bonobos, he has spent countless hours volunteering on the board of Friends of Bonobos.

DR. AMY PARISH is a biological anthropologist, primatologist, and Darwinian feminist who has taught at University of Southern California in the gender studies, arts and letters, anthropology, and preventive medicine programs and departments since 1999. Dr. Parish has been studying captive populations of bonobos for the last twenty years. She currently serves on the board of BCI.
SUSAN GUINN was trained as a nurse and then went on to earn her J.D in 1991. She has a San Diego based law practice dedicated to protecting and advancing consumer rights. She founded KidsEcoClub with her son in 2010 and she is President of St. Paul’s Foundation for Int’l Reconciliation (Kampala, Uganda). Mrs. Guinn serves as the Chair of the Environmental and Sustainability Committee for the San Diego Unified School District.

GREG CARSON is Partner & Chief Creative Officer at MeringCarson with offices in Sacramento and San Diego, California. He has managed successful and creative projects around the world. Currently, he is managing a team of professionals to develop and launch The Bonobo Project’s first campaign: “I Bonobo You”, with extreme pro bono generosity.

ASHER JAY is a creative conservationist and an international adventurer, whose compelling paintings, sculptures, installations, animations, ad campaigns, and films all have a single purpose: to incite global action on behalf of wildlife conservation. Ms. Jay is a National Geographic Emerging Explorer and serves on the board of Thinking Animals United.

DR. JEROEN STEVENS is a behavioral biologist working in the Centre for Research and Conservation (CRC) of the Royal Zoological Society of Antwerp (RZSA) as a senior researcher in Animal Behavior and Welfare. He also serves as the EEP Coordinator for bonobos.
OUR MISSION

The Bonobo Project is a 501(c)3 nonprofit organization that seeks to elevate the status and awareness of the endangered bonobo and coordinate activities to aid in the conservation of this uniquely matriarchal and peaceful great ape indigenous only to the Democratic Republic of Congo.

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SENATOR ISADORE HALL, III
California State Senator

2016 BFF’S

Bonobo Friends Forever (BFFs) are public figures who have chosen to use their talents or voices to raise awareness for the beloved bonobo among the public in a variety of formats.

DIKEMBE MUTOMBO
NBA Player (Retired)/Dikembe Mutombo
Foundation, NBA Global Ambassador

PHIL GORDON
Entrepreneur, poker player, author and philanthropist

URIJAH FABER
American mixed martial artist

CLAUDINE ANDRÉ
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Journalist, novelist, memoirist, photographer, and activist

MAX GUINN
Founder of Kids Eco Club

DR. BRIAN HARE
Associate professor of evolutionary anthropology at Duke University

VANESSA WOODS
Award winning author, researcher, and journalist

DR. ELIZABETH ROSS
Founder of the Kasiisi Project

RICHARD WRANGHAM, PH.D.
Professor of Anthropology – Harvard University, Department of Human Evolutionary Biology
THE BONOBO PROJECT WOULD LIKE TO THANK THE FOLLOWING PEOPLE FOR THEIR SUPPORT:

DR. ANNETTE LANJOUW – For a career dedicated to conserving great apes, for moderating the workshop and for the generous donation of the State of the Apes books for the workshop participants.

CRISTINA GUCCIONE – For all of her tireless effort and support of The Bonobo Project since Day 1.

SUSAN MCCLELLAN – For her unwavering support of all of our bonobo initiatives, and for her dedication to the bonobos at the San Diego Zoo beginning over 20 years ago.

SENATOR ISADORE HALL III – For writing the official resolution calling for World Bonobo Day on February 14.

JOE ZANIKER – For his diligence and professionalism in printing all promotional items for the workshop.

CHUCK DEROSA – For volunteering his time and equipment to record the workshop.

ANDY DUNN AND CHRIS TRAVERS from Bonobos, Inc. – For their support in developing the trademark agreement for the “I Bonobo You” campaign.

DEBRA ERICKSON – For advocating for an AZA session on bonobos over a year ago and for working with The Bonobo Project and her team at the San Diego Zoo to help structure our workshop today.

THE PANELISTS AND THE SAN DIEGO ZOO – For their time and dedication to making today possible.