

**Q&A**

1. **Tell me more about the partnership?**

We worked with EOCA for advice and counsel on this shoot. The aim of the series is to raise awareness of endangered animals.

One of the photography shoots was set up at one of EOCA’s funded projects; the Little Bustard in Spain.

The IUCN Red List is a globally renowned list. We have not partnered with IUCN but have sought their approval on us using the list in this way and agreement to be mentioned within our press materials.

1. **Which animals were photographed?**

The wolverine, little bustard, kingfisher, European bison, Atlantic puffin, common eider and common pochard were photographed. The Iberian lynx is currently being photographed – imagery to follow

1. **Where are the animals found?**

* Wolverine – Europe, Canada and Alaska
* Atlantic Puffin – Atlantic Ocean
* European Bison – Europe
* Kingfisher – Europe, North Africa, Asia and Australasia
* Common Pochard – Europe and Asia
* Common Eider – Europe, North America and Siberia
* Little Bustard – Southern Europe and western and central Asia

1. **Can you give me more facts about the animals and their rarity?**

* There are 3,2600 European bison in existence
* European bison are a polygynous species, so not all males have the opportunity to breed
* There are 2,260 wolverines thought to inhabit Europe
* The European population of Atlantic puffin is estimated to be 4,770,000-5,780,000 pairs, which equates to 9,550,000-11,600,000 mature individuals

1. **Why did you select those photographers?**

We chose each photographer based on their skills and expertise to ensure they were the best person suited to the job.

1. **Why did you select those animals?**

Animals were selected based on their location and opportunity to shoot without disturbing the animals.

Some of our photographers selected are specifically ‘stationed’ at projects connected to our animals, for example Javier captured the Little Bustard in Spain.

1. **What is the difference between the EOCA and IUCN?**

The [EOCA](http://www.outdoorconservation.eu/) is the European Outdoor Conservation Association.

As a charitable organisation, it directly funds specific projects, to show that the European outdoor industry is committed to putting something back into the environment, and all working together a real difference can be made.

Conservation bodies which are nominated by Association members can apply for grants of up to €30,000 for specific projects. The projects chosen are as wide ranging as the members.  The locations of these projects are not restricted to any geographical boundaries - thus far projects have included the establishment of an environmental trail in Nepal, clean-up operations on a mountain peak in Kyrgyzstan, the protection of brown bears in northern Spain, replanting of native ‘virgin’ forest in the Czech Republic, creation of a trans-boundary hiking trail in Macedonia and Albania, protection of marsh fritillaries in Ireland and the saving of an ancient forest in Sweden from logging.

The [IUCN](https://www.iucn.org/about) is the International Union for Conservation of Nature is a membership. The Union is uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN has evolved into the world’s largest and most diverse environmental network. It harnesses the experience, resources and reach of its 1,300 Member organisations and the input of some 16,000 experts. IUCN is the global authority on the status of the natural world and the measures needed to safeguard it. Our experts are organised into six commissions dedicated to species survival, environmental law, protected areas, social and economic policy, ecosystem management, and education and communication.

The IUCN produces a [Red List](http://www.iucnredlist.org/) of Threatened Species - widely recognized as the most comprehensive, objective global approach for evaluating the conservation status of plant and animal species. From its small beginning, The IUCN Red List has grown in size and complexity and now plays an increasingly prominent role in guiding conservation activities of governments, NGOs and scientific institutions. The introduction in 1994 of a scientifically rigorous approach to determine risks of extinction that is applicable to all species, has become a world standard. In order to produce The IUCN Red List of Threatened Species™, the IUCN Global Species Programme working with the IUCN Survival Commission (SSC) and with members of IUCN draws on and mobilizes a network of scientists and partner organizations working in almost every country in the world, who collectively hold what is likely the most complete scientific knowledge base on the biology and conservation status of species.

The two organisations are not connected directly but often EOCA funds projects for endangered and vulnerable animals – of which often are on the IUCN Red List of Theatened Species.

1. **What steps were implemented to make sure animals were not disturbed?**

All photographers selected were experienced wildlife photographers. All shoots and photographers specifically were selected as to not disturb nature.

1. **How have the EOCA and the IUCN been involved in the project?**

Sony has worked closely with EOCA on guidance for the shoots – specifically the Little Bustard shoot is a project that has been funded by EOCA.

1. **The photographers have photographed animals on the IUCN. Does Sony have any future plans with the EOCA and IUCN?**

No current future plans.