



Lessons in
Conservation

Annual Report

2024



Company Reg No. 2018/321019/08
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A message from the CEO

2024 has been the most successful year to date for Lessons in Conservation. We have delivered lessons to 4866 children, more than any year before. We have partnered with some world-renowned organisations, which will undoubtedly grow our impact, and perhaps most importantly, we have had very few changes within our management team. This continuity means we are in a wonderful position as we transition into 2025. The teams know their managers, the schools know the teams, and the reserves in which we take excursions are familiar with what we expect from them. Our Regional Managers are doing an incredible job in ensuring the day-to-day operations are taken care of, which frees the senior management to take a step back and really assess where we are, and where we are going.

At the conclusion of our 2024 AGM, one of our Directors, Les Carlisle, who has been in the conservation industry for over 40 years, said – “Nobody else has been able to do what LiC has been able to do.”

What he meant by this is that nobody else has been able to bring competing lodge operators together to put their agendas and differences aside to unite behind a shared vision. A simple, burning desire to make a difference in the environmental education landscape around us. We have done this, and it is something to be incredibly proud of.

I sat back towards the end of the year and realized as wonderful as the partnerships, and the teamwork and the successes have been, my focus had shifted. In the constant journey of improvement and growth, I had forgotten that **“Every Child Matters.”**

This has become our theme for 2025. We will continue to strive for excellence in everything we do, we will grow, we will succeed and we will fail, but at the centre of all of this we will remember that every child matters.

If in the 11 teams we have sprinkled across Africa, only one child cares more for the world that they did before, it should still be celebrated as a victory. Because as much as numbers tell a story, this work we do is about people. It is about the dance of the manager to break the ice, it is about the way the children smile when they identify a bird correctly for the first time, or cry happy tears when they see a lion. The numbers are important yes, but it all has to come down to the way you make someone feel. This is our purpose, and Dr. Caroline Leaf said “your purpose is not the thing that you do, it is the thing that happens in other people when you do what you do”.

2024 has been filled with highs and lows, with funding gaps and partnerships. We set out at the start of the year to “Be Brave.” We did this, on all fronts, and are now in the starting blocks ready to give 2025 everything we’ve got.

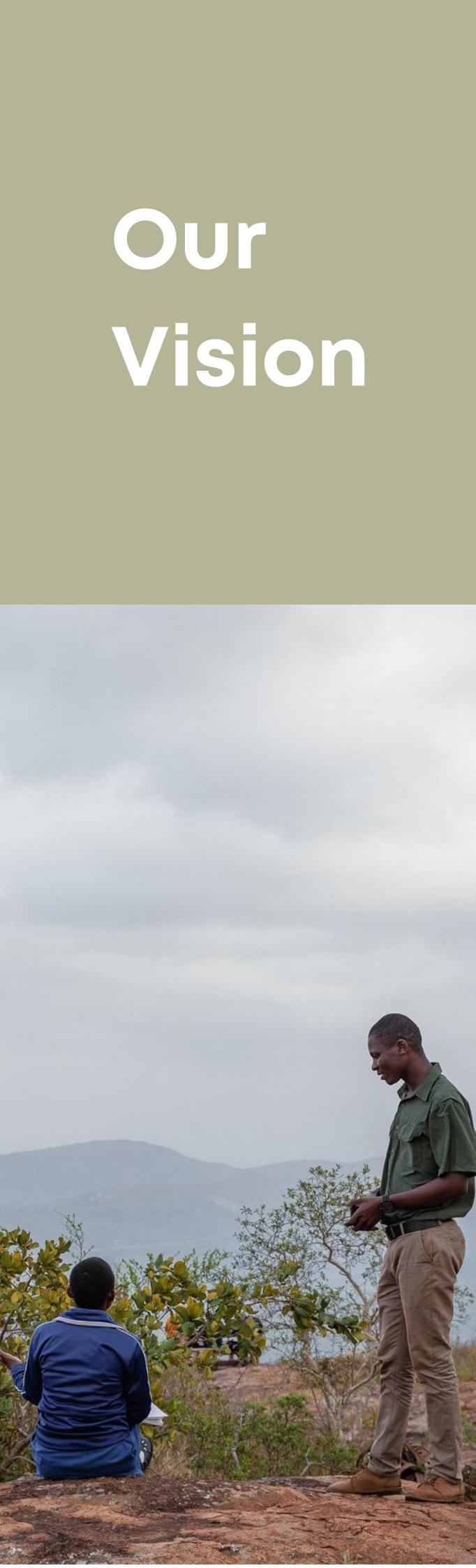
Dean Carlisle

About Us

Lessons in Conservation (LiC) is a youth-led environmental education non-profit dedicated to fostering a deep and lasting connection between young people and the natural world.



Operating across multiple regions, LiC collaborates with schools, conservation organisations, and local communities to bridge the gap between environmental science and everyday action. Our programs emphasise hands-on learning, critical thinking, and real-world conservation challenges, ensuring that future generations are equipped to address pressing environmental issues.



Our Vision

A long-lasting platform that raises awareness about conservation in African communities.

Our Goals

1 To educate children about basic ecological principles and the importance of conservation.

2 To create a connection between people and wildlife.

3 To fund training courses for identified outstanding students.



Our Approach

To create a connection between people and wildlife, we understand that social, political and economic issues influence environmental issues.

This is why we follow an intersectional approach. For example, being aware and sensitive to how environmental issues link to oppression and injustices. We can only protect nature if we recognise social issues.

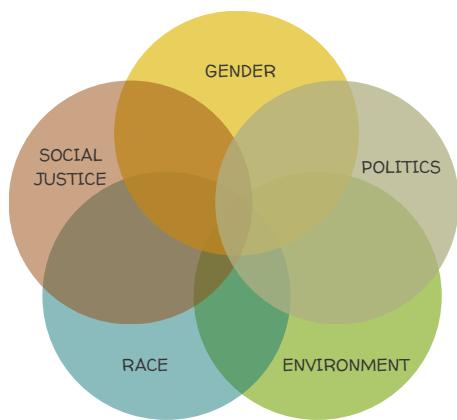


Figure: Intersectional understanding of how all issues link together

Our lessons aim to develop such intersectional thinking in learners, so that they can problem solve the complexities of environmental and wildlife issues.

We also believe in the power of experiencing nature and understand the historical exclusions of local communities from wildlife areas. Our lessons are always coupled with an excursion into nature for learners to experience what they've learnt first hand.

This approach is supported by research that shows the benefit of incorporating outdoor activities and experiential approaches (Tsevreni, 2011)

"Shaping Minds to Question, Not to Copy"

Looking forward

Passive involvement in education leads to limited retention of information. To learn well, learners need to be actively engaged during a lesson, e.g. writing, discussing, or solving problems (Bonwell and Eison 1991; Fadel et al. 2015).

In 2025 we will be focusing on enhancing the development of critical thinking and promoting action competence. This is the ability to take informed, meaningful, and effective action to address environmental issues. This can be encouraged and capacitated through research skills, discussions and debates, project based activities (Jensen, B., & Schnack, K, 1997)

Our Curriculum

The goal of our curriculum is to firstly promote a well-rounded and intersectional understanding of ecosystems and challenges. Secondly, we want to inspire and create young leaders that are advocates for and defenders of their natural heritage.

Our curriculum is created and trained to be adaptable to different circumstances. This helps ensure learners stay engaged and lessons are fitted into various time slots.

Our curriculum allows for opportunities for learners to express their creativity through art and idea based projects. This is coupled with the use of activities and demonstrations to explain content practically and get the learners outdoors.

Thoughtful discussion is encouraged and facilitated to nurture critical thinking and discuss intersectionality and complexity in protecting wildlife.

Collaboration with communities, scientists, and organisations can strengthen the practical application of environmental education and address local issues effectively (Ardoin, 2020).

Our approach to lesson creation and implementation involves working with partners and stakeholders in all sectors.

"Learn to Think, Not Just to Remember"





Our Team

Lessons in Conservation is led by a dynamic team of young professionals, each bringing expertise from their own fields.

The Senior Management Team provides the strategic direction and leadership that drives Lessons in Conservation forward. Committed to the organization's mission, they oversee operations across South Africa, eSwatini, Malawi, Tanzania, and Rwanda, ensuring that our programs are effective, sustainable, and impactful.



Dean Carlisle

CEO & Founder



Carli Kriek

Operations Manager



Dylan Norris

Finance Manager



Dominique Maré

Marketing Manager



Mikaela Tuck

Education Manager & Safeguarding Lead



Megan Carlisle

LiC Schools Manager



Kelby Barker

Measuring & Evaluation Manager



Claire

Robertson

Fundraising Manager



Kathryn

Basson

Volunteer Program Co-ordinator

Our Regional Managers

The Lessons in Conservation family is powered by over 140 dedicated team members across South Africa, eSwatini, Malawi, Tanzania, and Rwanda. At the heart of this network are our Regional Managers, who play a vital role in ensuring the success of our program. They provide leadership, coordination, and support to their teams, enabling volunteers and team

members to deliver impactful conservation education lessons in their communities.

Their commitment and guidance, empower young educators to inspire the next generation. Through their dedication, Lessons in Conservation continues to grow, creating meaningful change across the regions we serve.



Martha Djan

Pretoria
South Africa



Tyla Saby

Onderstepoort
South Africa



**Christiaan
van der Walt**

Stellenbosch
South Africa



Salim Khan

Huye
Rwanda



**Phiwokuhle
Masimula**

Luyengo
eSwatini



**Sellah
Malanga**
Lilongwe
Malawi



**Charles
Kamwana**
Zomba
Malawi



**Justine
Masatu**
Morogoro
Tanzania



**David
Ponera**
Arusha
Tanzania

Our Education Partners

2024 was the first year we actively pursued partnerships with a newly developed model in which we train other organisations to deliver our content. We noticed a gap where several lodges and reserves really wanted to deliver their own environmental education programmes, but lacked the time and resources to create something from scratch.

This is where LiC comes in. We provide a fully equipped lesson box and train partner organisations to deliver a comprehensive education program, assess its impact, and report findings to stakeholders.

These partners play a vital role in expanding our impact, helping us bring conservation education to more children and communities. Their support provide essential funding that helps to strengthen and sustains our program.

The first organisation to buy into the idea was Londolozi Private Game Reserve. Their dedicated team of rangers and trackers delivered lessons to over 200 children in the communities surrounding the Sabi-Sands Game Reserve. This was all the affirmation we needed that this model will work, and the bravery and commitment shown by the team at Londolozi filled us with faith that it could be replicated.

We have since run similar training workshops with various organisations and Private Game Reserves in South Africa, Lesotho, Tanzania, Zambia, and Mozambique.

It really is an amazing group of implementing partners, and 2025 promises to be an even busier year on this front, as we continue to build awareness across the continent.





Our Donors and Partners

We are proud to collaborate with a wide range of organisations committed to conservation and education. As we reflect on the past year, we are filled with immense gratitude for the individuals and organisations that have made our work possible. Your generosity and commitment to conservation education have helped us reach more young minds, inspire future conservationists, and create meaningful connections between communities and the natural world.

Thanks to your support, Lessons in Conservation has expanded its reach, developed innovative learning experiences, and empowered educators to foster a deeper understanding of our environment. Whether through financial contributions, in-kind support, or partnerships that strengthen our impact, you have played a crucial role in shaping the future of conservation.

We are proud of what we have achieved together and excited for the journey ahead. Thank you for believing in our mission and for being part of this growing movement. As we look ahead to 2025, we are excited to continue expanding our network and creating lasting change across Africa and beyond.





Financial Report

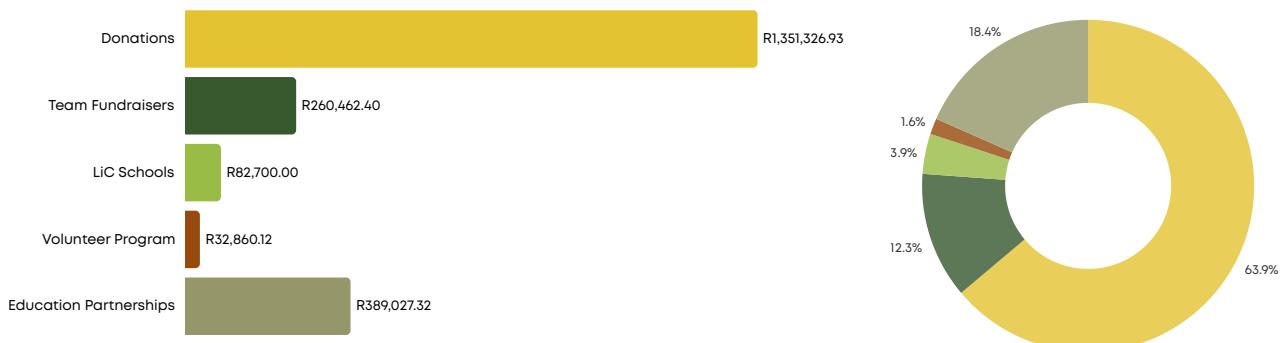
Transparent and responsible financial management is key to sustaining and expanding our impact. This section provides an overview of our financial performance, detailing how funds were allocated to support conservation education initiatives.

We remain committed to ensuring that every Rand we receive is used as efficiently as possible. Our financial strategy focuses on keeping overhead costs low while maximising our impact on the ground.

Our Income

LiC continues to receive strong support through a mix of funding sources. The majority of our total income comes from donations, which have been supplemented by our partnerships with educational institutions and successful team-led fundraisers.

Streams of income in 2024

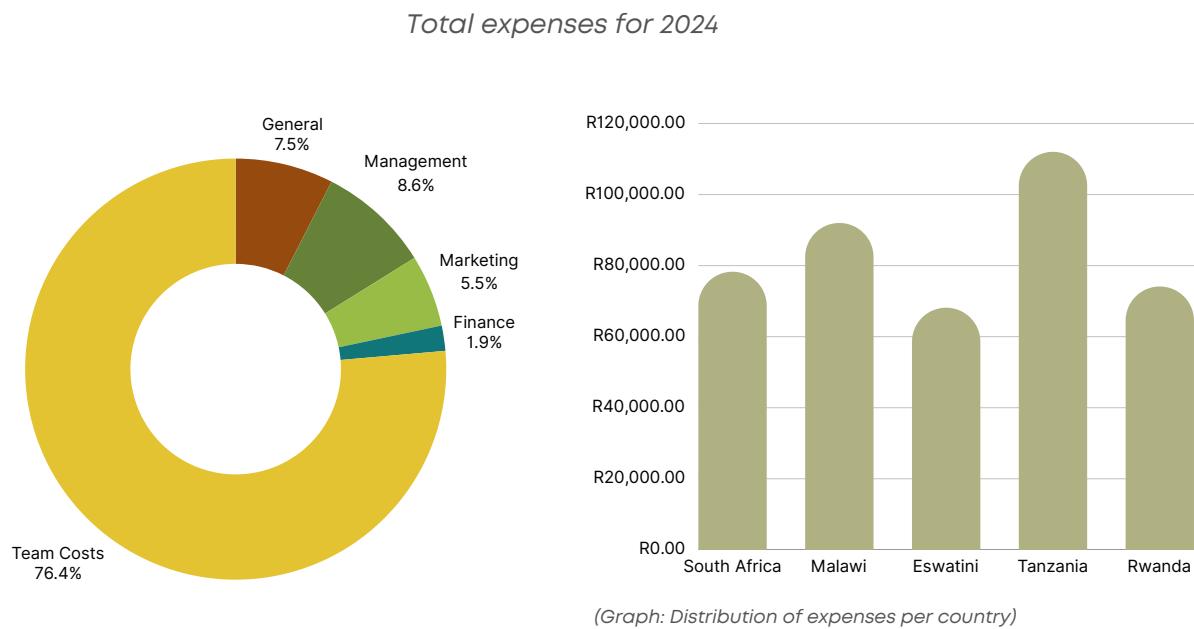


Our fundraising initiatives have played a crucial role in sustaining our work. These have included:

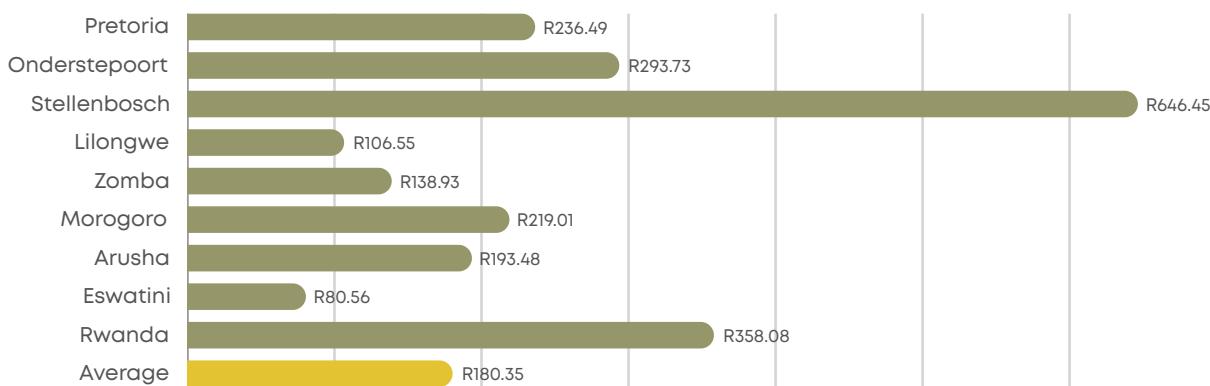
- The LiC Conservation Dash virtual run, engaging supporters worldwide.
- Raffles tickets for a stay in a lodge in the Okavango delta, creating excitement while raising essential funds.
- Team members participating in races, both to raise awareness and generate financial support for our mission.

Our Expenses

By maintaining a lean operational model, we have ensured that a large share of our budget is directed toward fieldwork and program delivery. This approach maximises our ability to make a tangible impact in conservation while remaining financially sustainable.



Our teams have been able to deliver high-quality conservation education at an average cost of just **R180 per child**. This cost is based solely on expenses directly attributable to teaching lessons and taking students on excursions, demonstrating our ability to maximise impact while maintaining financial efficiency. By leveraging our dedicated volunteer network and carefully managing resources, we continue to reach and educate many children across the regions.

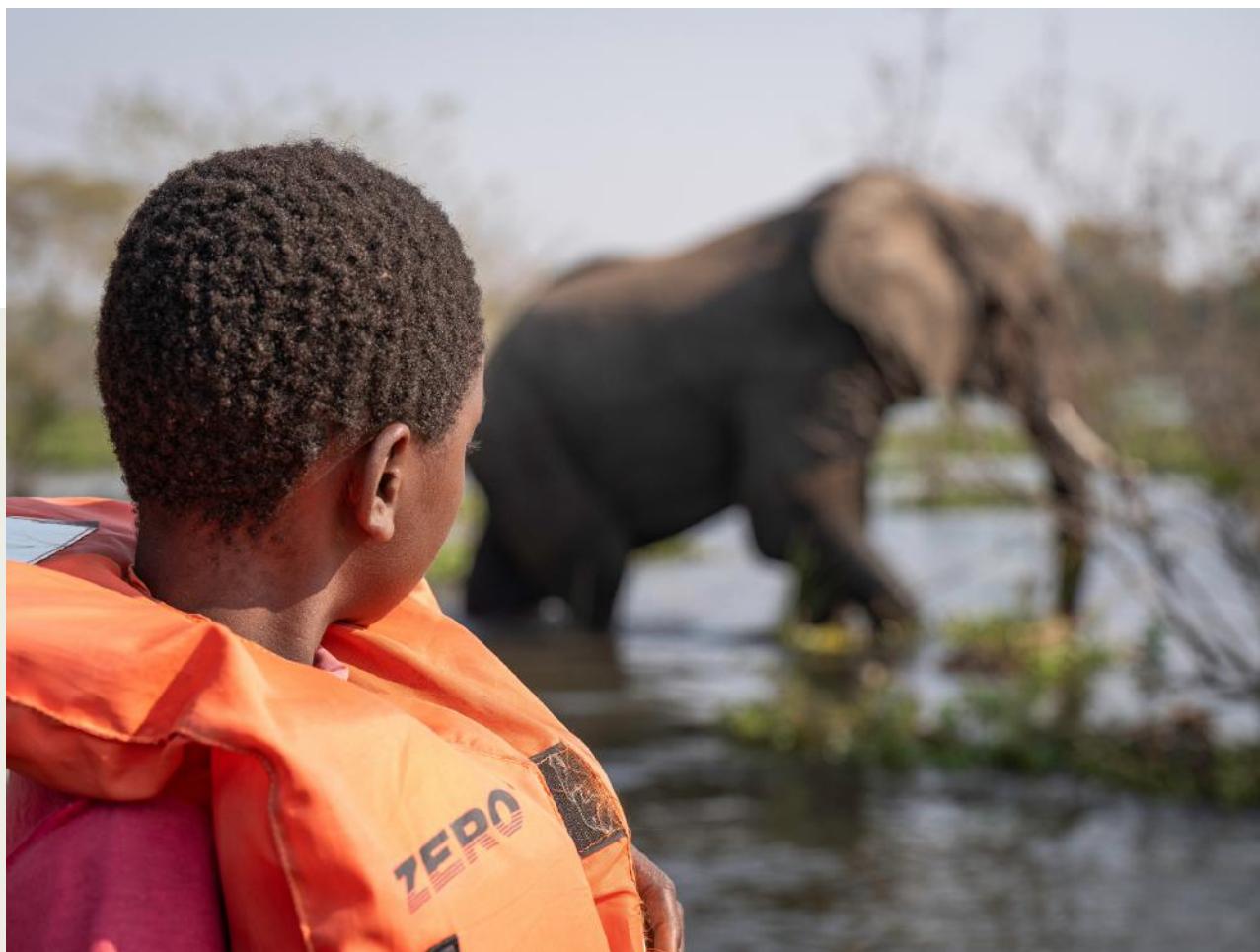


(Graph: Cost to teach a learner per team)

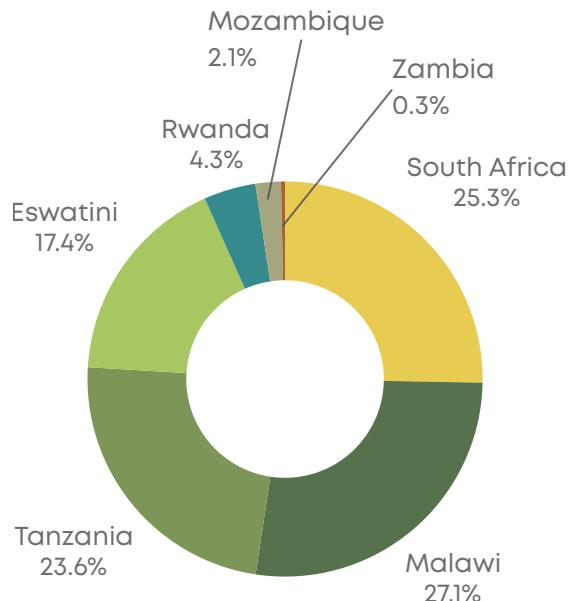
Our Impact: The Numbers

This year, Lessons in Conservation has expanded its reach, impact, and engagement, equipping young people with the knowledge and skills to champion conservation in their communities. From growing our educator network to inspiring future conservationists, our numbers reflect a year dedicated to making conservation education more accessible, interactive, and impactful.

Here's a look at what we've achieved together.



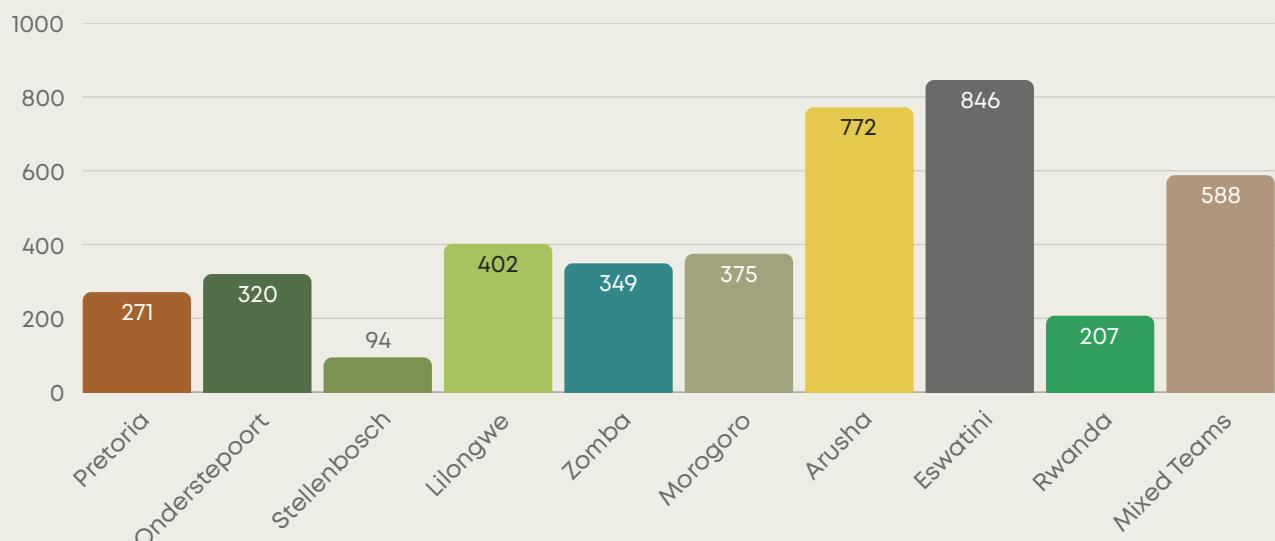
Where were we in 2024?



(Graph: Pie chart showing learner distribution across countries)

Our dedicated teams and partnerships worked tirelessly to bring conservation education to diverse communities, fostering awareness and inspiring the next generation of environmental stewards. **Lessons in Conservation reached 4,866 learners in 2024**, with LiC teams teaching 4,334 students, and partnership teams educating 532.

We left our footprints in **7** different African countries.



(Graph: Bar graph showing number of learners taught across teams)



Women in Conservation:

Empowering women in conservation strengthens both gender equality and environmental sustainability. Women, particularly in rural areas, are key stewards of natural resources, and their involvement leads to more effective and lasting conservation efforts. Lessons in Conservation actively supports women in conservation by providing education, leadership opportunities, and hands-on training, equipping them to drive change in their communities.

By fostering inclusive spaces and mentorship, we help inspire future female conservationists, ensuring a more sustainable and equitable future.



of our students were **female**

In 2024, we operated through 11 teams across five countries, with a total of 130 team members. 64% of these team members are female. This gender ratio was also reflected among our learners, with 64% being female.



Our Impact: The SDG's

Lessons in Conservation (LiC) is dedicated to fostering environmental stewardship through education, equipping young people and communities with the knowledge and skills to protect biodiversity and promote sustainability. Our work aligns with key **Sustainable Development Goals** (SDGs) by addressing:



4. QUALITY EDUCATION

Interactive environmental learning, equipping youth with knowledge and skills for conservation and sustainability. Our curriculum has been created with input from schools, environmentalists and other educational experts.



1. NO POVERTY

By empowering communities with conservation-based education that supports sustainable livelihoods, and sending exceptional students on training courses for permanent employment.



17. PARTNERSHIPS

We have partnered with 16 different game reserves and parks across Africa, and collaborate with local and international organisations to strengthen conservation efforts and education.



15. LIFE ON LAND

The LiC curriculum educates communities on habitat conservation and human-wildlife coexistence to protect terrestrial ecosystems. Lessons are adapted to cover area-specific conservation related problems.



14. LIFE BELOW WATER

We have developed a curriculum with focus on marine ecosystem conservation for costal areas of the Atlantic and Indian Ocean, inspiring action to protect aquatic biodiversity.



5. GENDER EQUALITY

Gender Equality is promoted by ensuring inclusive participation of girls and women in conservation education and leadership roles. 75% of management is female, 64% of team members are female and in 2024, 64% of children taught were female.



Our Impact: The Statistics

The following survey results highlight the impact of our lessons in 2024, measured through pre- and post-surveys. These surveys were developed in collaboration with Michigan State University, and assesses changes in knowledge, attitudes, and perceptions towards conservation. By comparing responses before and after our programmes, we gain valuable insights into the effectiveness in fostering environmental awareness and positive behavioural shifts.

Average age of
students
13 years

Ranging from 5-20

8 out of 10

learners have never been
taught about conservation.



We taught at **85**
different schools and
organisations across
Africa.



The results demonstrate a significant improvement in learners' understanding of key environmental concepts following the lessons. Prior to the lessons, only 26% of learners could correctly define "conservation," but this increased by 35% afterward to 61%. Similarly, understanding of the term "ecosystem" improved by 41% from 36% to 78%.

Learners who could correctly define "conservation" **before** the lessons



Learners who could correctly define "conservation" **after** the lessons



Learners who could correctly define "ecosystem" **before** the lessons



Learners who could correctly define "ecosystem" **after** the lessons



Assessing changes in learners' attitudes and opinions towards conservation provides a deeper measure of impact beyond knowledge retention. By comparing pre- and post-programme responses, we identified shifts in how learners value conservation, feel responsible for the environment, and their willingness to act sustainably. These attitudinal changes are crucial, as they indicate a stronger likelihood of long-term behavioural change. While knowledge alone doesn't guarantee action, a shift in mindset fosters a lasting connection to conservation values, ensuring the programme's influence extends beyond the classroom into real-world decision-making.

97% of learners believe that conservation is important, following our lessons.



Learners who agreed that animals work in a team.



Following our lessons, 90% of learners believe its not good to kill insects.

The 2024 survey results confirm that the Lessons in Conservation programmes effectively enhance both knowledge retention and attitudes towards conservation. Improved concept understanding and positive shifts in mindset demonstrate the programme's impact, ensuring learners are not only informed but also motivated to act sustainably.

Our Impact: The Stories

Beyond the numbers, the true impact of our work is best seen through the experiences of those we reach. This section shares the stories of learners, educators, and communities whose perspectives and lives have been shaped by Lessons in Conservation. From newfound passions for the environment to shifts in daily habits, these stories highlight the real-world difference our programmes make, proving that education is not just about knowledge—it's about transformation.





The LiC Volunteer Program

In 2024, Lessons in Conservation (LiC) continued to foster meaningful connections between young learners and the natural world, with our dedicated volunteers playing an integral role in this mission. Our first one-month-long volunteer programme, held in October 2024 across Malawi and Tanzania, was a resounding success, reinforcing the impact of conservation education. The impact of these programmes extends far beyond the classroom. The bonds formed between volunteers, students, regional managers, and safari guides create lasting impressions that contribute to both community development and conservation awareness.

As we prepare for the July 2025 programme, we carry forward the invaluable lesson that conservation education is as much about people and relationships as it is about wildlife. As our CEO, Dean Carlisle, often reminds us, "At the end of the day, we are building people, not things."



We extend our sincere gratitude to our Regional Managers—Sellah, Charles, Justine, and David—whose dedication and meticulous efforts have ensured the seamless execution of these trips.

Additionally, we appreciate our invaluable partners, particularly Wes and his team at Mvuu in Liwonde National Park, whose support has been instrumental in bringing these programmes to life. As our volunteer programme reaches its six-month milestone, we recognize the opportunities for continued learning, growth, and innovation.

Looking ahead, we remain committed to fostering engaging and impactful experiences that not only educate but also inspire. We anticipate another year filled with meaningful interactions, shared knowledge, and the collective pursuit of conservation education that resonates both now and for generations to come.

MIKUMI NATIONAL PARK





A look at LiC Schools in 2024

In 2024, LiC Schools continued to make a meaningful impact at Clifton Notties in KwaZulu-Natal and Uplands Preparatory in Mpumalanga. With 46 Grade 6 and 40 Grade 7 learners at Clifton Notties, and 43 Grade 3 and 61 Grade 6 learners at Uplands, we are excited to build on the foundation laid last year. The enthusiasm from both schools remains strong, with teachers noting how well the program aligns with their curriculum and the extra-curricular challenges designed to connect learners with nature.

The response has been overwhelmingly positive. Parents have expressed their appreciation for the program's role in fostering environmental awareness, while learners are developing a deeper understanding of conservation beyond the classroom. For private school learners, this knowledge is particularly important—not only for their personal connection to nature but for the mindset they will carry into their future careers. Whether they become business leaders, policymakers, or educators, we hope they approach their decisions with an eco-conscious perspective, making sustainability a natural part of their daily lives rather than an afterthought.

Financially, the program has also contributed to LiC's ability to continue its broader mission. This funding allows us to keep delivering high-quality conservation education, ensuring that more schools and communities can benefit.

As we move forward, the impact of LiC Schools is becoming clearer: young minds are being shaped into environmentally conscious individuals, and the ripple effect of their learning will extend well beyond the classroom.

A Moment of Wonder: Whale Watching with Our Students

During one of our holiday excursions in April 2024, we had the incredible opportunity to take a class of pupils we were teaching on a whale-watching boat trip in Plettenberg Bay. For nearly all of these children, it was their first time ever setting foot on a boat—an experience that was both exhilarating and unfamiliar.

As we set out to sea, their expressions shifted from curiosity to sheer awe. The wonder in their eyes as they gazed at the vast ocean and witnessed these magnificent creatures up close was truly indescribable. It was a moment that reminded us of the power of new experiences and the joy of seeing the world through fresh eyes.

This unforgettable day was a testament to the beauty of exploration and the importance of creating opportunities that inspire and broaden young minds.



A Full Circle Moment at Mponda LEA School in Malawi

In October 2024, The ZOMBA team returned to Mponda LEA School, ready to teach a new cohort of students. As we arrived, we were greeted by a heartwarming sight, many of the children we had taught in 2023 ran to welcome us, their faces brimming with joy.

We planned to introduce our lessons to a fresh group of students, but the returning children asked if they could join. We gladly welcomed them, not realising how invaluable their presence would become.



To our delight, these "alumni" of our program not only remembered what they had learned a year ago but eagerly took on the role of peer educators. They stepped up to help teach the new students, sharing their knowledge with confidence and enthusiasm.

Seeing these young learners pass on conservation lessons to their peers was a powerful reminder of the lasting impact of our work. It reinforced the idea that our efforts are truly planting seeds of knowledge that continue to grow long after our lessons end. This experience was not just encouraging it was a clear sign that our labour is bearing fruit, inspiring the next generation of conservation champions.



A Year of Growth and Hands-On Learning: Conservation Education in Rwanda



2024 has been a remarkable year for conservation education in Rwanda, filled with growth, discovery, and hands-on experiences that have exceeded all expectations. This year brought exciting opportunities for students to step outside the classroom and engage with the natural world through outdoor learning experiences. These real-world encounters have deepened their understanding of conservation and strengthened their connection to the environment.

The impact of Lessons in Conservation (LiC) has been instrumental in elevating outreach programs across Rwanda. Through their support, more students have gained access to meaningful conservation education, fostering a generation of young minds committed to protecting the country's rich biodiversity. As we reflect on the year, we celebrate the progress made and look forward to building on this momentum, ensuring that conservation education continues to thrive in Rwanda.

An Unexpected Wildlife Encounter: Vultures in the Spotlight



In October, during a game drive with students from Cape Maclear, we experienced a magical and unexpected moment in the wild. As we cruised through the serene landscape, taking in the beauty of nature, we stumbled upon a truly captivating sight—a flock of vultures feasting on leftover meat.

As we sat in awe, the vultures began to take flight, one by one, as if performing a farewell dance. The students were enthralled, asking question after question, soaking in every detail of this real-life nature lesson. This unplanned encounter became a highlight of the trip—a reminder of how nature often rewards us with unforgettable moments when we least expect them. It was a day filled with wonder, leaving both students and educators with a lasting sense of connection to the natural world.

For the students, this was a first. Seeing vultures up close sparked immediate excitement, and their curiosity came alive. What made this experience even more remarkable was its spontaneity. We hadn't set out to find vultures, yet there they were, offering us a rare glimpse into their world.

Inspiring Young Conservationists: A Year of Growth, Discovery & Impact with Lessons in Conservation Eswatini

The past year has been one of growth, learning, and meaningful impact for Lessons in Conservation Eswatini. Through hands-on initiatives, strengthened partnerships, and a deep commitment to environmental education, the organization has continued to inspire a new generation of conservationists.

One of the most rewarding aspects of the year has been witnessing the enthusiasm and curiosity of the students involved in the programs. From tree planting projects to wildlife monitoring, young learners had the opportunity to engage in conservation in a tangible way.

A standout initiative, the STEM in Conservation project, allowed selected students to immerse themselves in scientific research at Mbuluzi Game Reserve, where they studied bird behavior and ecological systems using real-world scientific methods. These experiences not only deepened their understanding of conservation but also nurtured a passion for environmental stewardship.



Our impact was further amplified through strong collaborations with local schools and the active participation of parents and community leaders. These partnerships ensured that more children had access to conservation education, reinforcing the idea that protecting the environment is a collective responsibility.

The enthusiasm from the community was evident, as young students proudly embraced their role in conservation efforts—none more so than a young boy in Shewula, who excitedly proclaimed himself a “conservation superhero,” a testament to the lasting influence of these programs.

Beyond student engagement, Lessons in Conservation Eswatini also prioritized the growth and development of its team. Professional training opportunities, such as a tracking course in Botswana and workshops on marketing, fundraising, and report writing, equipped team members with the skills needed to enhance and expand their initiatives. These experiences have strengthened the organization’s ability to deliver impactful programs and reach even more young minds.

Reflecting on the year, it is clear that Lessons in Conservation Eswatini is not just shaping young conservationists—it is fostering a movement of environmentally conscious individuals who will carry these lessons forward. As the organization looks to the future, it remains committed to expanding its reach, deepening its impact, and continuing to inspire the next generation of conservation leaders.





Looking Ahead with Purpose and Passion

As we conclude this reflection on 2024, we have achieved remarkable milestones, not only through the numbers of children reached, expanding partnerships, and growing regional impact but through the meaningful experiences that resonate far beyond the classroom. This year, we witnessed students stepping into leadership roles, communities embracing conservation education, and nature providing transformative moments that will inspire young minds for years to come.

Our journey has reinforced that our mission is not solely about teaching conservation; it is about building people, nurturing connections, and creating lasting change. Whether it was through STEM projects in Eswatini, the heartwarming reunion at Mponda LEA School, or the awe-inspiring whale-watching trip in Plettenberg Bay, each story is a testament to the profound impact of our work.

As we look ahead to 2025, we are driven by our new theme: "Every Child Matters." This guiding principle will ensure that in all our growth, ambition, and strategic planning, we never lose sight of the individual lives we touch.

We will continue to strive for excellence, embrace new opportunities, and navigate challenges with resilience and purpose.

We extend our deepest gratitude to our dedicated team members, volunteers, partners, and supportive communities. Your commitment and passion fuel our mission and make every milestone possible.

Lessons in Conservation stands ready to embark on another year of impact, innovation, and inspiration. Together, we will continue to plant seeds of change, knowing that every step forward brings us closer to a healthier planet and a brighter future for the next generation.

Thank you for being part of this journey. Let's move forward with courage and compassion—because every child, every lesson, and every conservation effort truly matters.



Work with us

Working with LiC means being part of a dynamic, purpose-driven community that is committed to delivering hands-on environmental education, building meaningful connections, and empowering communities to protect our natural world. Your involvement—whether through time, expertise, or financial support—directly contributes to shaping a brighter, greener future for all.

We offer opportunities to make a tangible impact, grow professionally, and collaborate with like-minded individuals and organisations.

Join us as a partner, volunteer, or supporter and be part of a movement where purpose meets passion, and where every contribution, big or small, helps us build a healthier planet for generations to come.

Ready to make a difference? Get in touch today and become part of a journey that truly matters.



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