Asian elephants are globally endangered, but elephants in Southeast Asia and China are facing even more acute threats to survival, with an estimated total population of only 8,000-11,000 wild Asian elephants spread across eight range countries. Escalating habitat loss and fragmentation; human-elephant conflict (HEC); poaching; and small, isolated populations at risk of extinction have resulted in sharp declines across Cambodia, China, Indonesia, Laos, Malaysia, Myanmar, Thailand, and Viet Nam, with some national populations estimated as being in the low hundreds. There is an urgent need for WWF and its partners to scale up conservation efforts to halt population declines and local extinctions of elephants, and to create an environment for sustainable coexistence with humans in Southeast Asia and China.

Elly Allies is a WWF initiative that strives to reverse the downward trajectory of elephant populations in Southeast Asia and China, and promotes a future in which key populations of elephants are thriving, habitat loss and fragmentation are reduced, and people and elephants live side by side in a sustainable way.

WWF’s new regional strategy, launched on World Elephant Day 2023, presents a clear vision and roadmap for the WWF Network and its partners to coalesce around for increased momentum and maximum impact. Through collective action, we can bend the curve on Asian elephant population decline and support improved coexistence with humans.
ESPECIALLY THREATENED IN SOUTHEAST ASIA AND CHINA

≈10,000

Habitat loss and fragmentation

Human-elephant conflict

Poaching

Small/isolated populations

GUIDING STAR TO 2030

By 2030, elephant populations in range countries are stable and healthy through improved research, monitoring, protection and management.

THE STRATEGY IDENTIFIES THREE MAIN PILLARS OF WORK:

SECURING ELEPHANT HABITATS
focuses on protecting, managing, connecting and restoring priority elephant habitats.

LIVING WITH ELEPHANTS
aims to manage human-elephant conflict in an integrated and holistic manner and promote a sustainable level of human-elephant coexistence.

RESTORING ELEPHANT POPULATIONS
aims to understand elephant population dynamics and health, and bring them up to viable and stable levels by reducing poaching and improving wildlife management.

THESE THREE PILLARS WILL BE SUPPORTED:

VOICES FOR THE HERD
will drive communications by WWF and its partners to advocate on behalf of Asian elephants and raise awareness of the need to secure better protection for the species while addressing threats.

PARTNERSHIPS FOR IMPACT
will support the building of strong and resilient partnerships across sectors to maximize impact.

SUSTAINING THE PLAN
will ensure sufficient funding is available at regional and country levels to implement successful conservation interventions at scale.
A future for Asian elephants ensures a future for other species, wild spaces and people. As a keystone species that modifies its surroundings, elephants create new habitats and resources for other animal and plant species. As megaherbivores, they move nutrients and seeds from one point to another in their dung, contributing to forest biodiversity and ecosystem benefits. As such, protecting elephants also ensures the protection of other animals that live in their habitat and the ecosystem services that flow from those natural habitats to millions of people.

In addition to their intrinsic value and the ecosystem services they provide, elephants also have a cultural value which spans thousands of years, holding a remarkable and significant place in the region's customs, traditions and religions. Conserving elephants is not only a matter of biodiversity conservation, but an act of cultural preservation as well.

**WHY ARE ASIAN ELEPHANTS SO IMPORTANT?**

- Dispersing seeds, fertilizing the land that helps plants and forests grow
- Forging paths in dense forests for other animals
- Creating habitats for other organisms
- Luck
- Wisdom
- Power & strength
- Art, dance & ceremonies
- Sacred

**CRUCIAL ECOSYSTEM ENGINEERS & FOREST GARDENERS**

**CULTURALLY SIGNIFICANT**

- Luck
- Sacred
- National symbol
- Power & strength
- Art, dance & ceremonies

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**CHINA**

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**INDONESIA**

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**LAOS**

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**MALAYSIA**

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**MYANMAR**

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**THAILAND**

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**VIET NAM**

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This Asian elephant initiative will build on more than two decades of conservation work in the region and be delivered at a regional level, as well as through WWF offices and partners operating nationally and internationally. The key goal of this effort is to improve regional coordination and capacity; raise awareness of the plight of Asian elephants in the region; bring in resources to achieve impact at scale; and increase momentum for elephant conservation.

WWF is looking forward to building and enhancing partnerships with colleagues within the wider WWF network, governments, civil society, Indigenous Peoples and local communities, research institutes, local and international non-governmental organizations, the private sector and others to deliver this ambitious strategy.