

ANNIVERSARY



GLOBAL
PENGUIN
SOCIETY

DARE TO CARE

We protect penguins.
We protect oceans.
We protect life.

“

**We cannot imagine
a world without penguins.**

MESSAGE FROM THE FOUNDER

Just like you, we cannot imagine a world without penguins. They are magnetic and enigmatic creatures that enrich this planet and our existence. Penguins are hardy and tough, but today, they are in trouble.

As a child, the stories my grandmother told me about penguins sparked a passion in me that has guided every step of my life. I never imagined that those stories would lead me to found the Global Penguin Society, an organization dedicated to protecting these special creatures and the world's oceans, 15 years ago.

This April 25, 2024, as we celebrate our anniversary of tireless dedication, it fills me with satisfaction to look back and see all that we have accomplished together. From our humble beginnings to our conservation projects around the world, we have protected more than 32 million acres of habitat, benefiting more than 2,500,000 penguins.

We have spread our message of penguin, coastal, and ocean conservation to millions of people around the world and engaged and empowered the communities we have united around our common cause. The commitment and support of people like you have been the driving force behind every achievement, and for that, I want to express my deepest gratitude.

I hope that learning more about our work will inspire you to join our efforts, strengthening our passion for penguins and people to coexist and enjoy this amazing planet. Let us continue forward with hope and determination, protecting our feathered friends and preserving the beauty of our oceans for generations to come.



Dr. Pablo García Borboroglu



ABOUT PENGUINS

Penguins are excellent indicators of the health of the oceans and coasts they inhabit.

DARE TO IMAGINE

Half of the 18 penguin species that exist on the planet are considered threatened. Their fragile conservation status mirrors the condition and larger marine conservation problems of the world's oceans.

Penguins are in trouble because they are very sensitive to alterations in their habitats. In the ocean, factors like climate change, marine pollution, and fisheries mismanagement affect penguins. On land, they are impacted mainly by increasing human disturbance and by the introduction of unfamiliar predators.

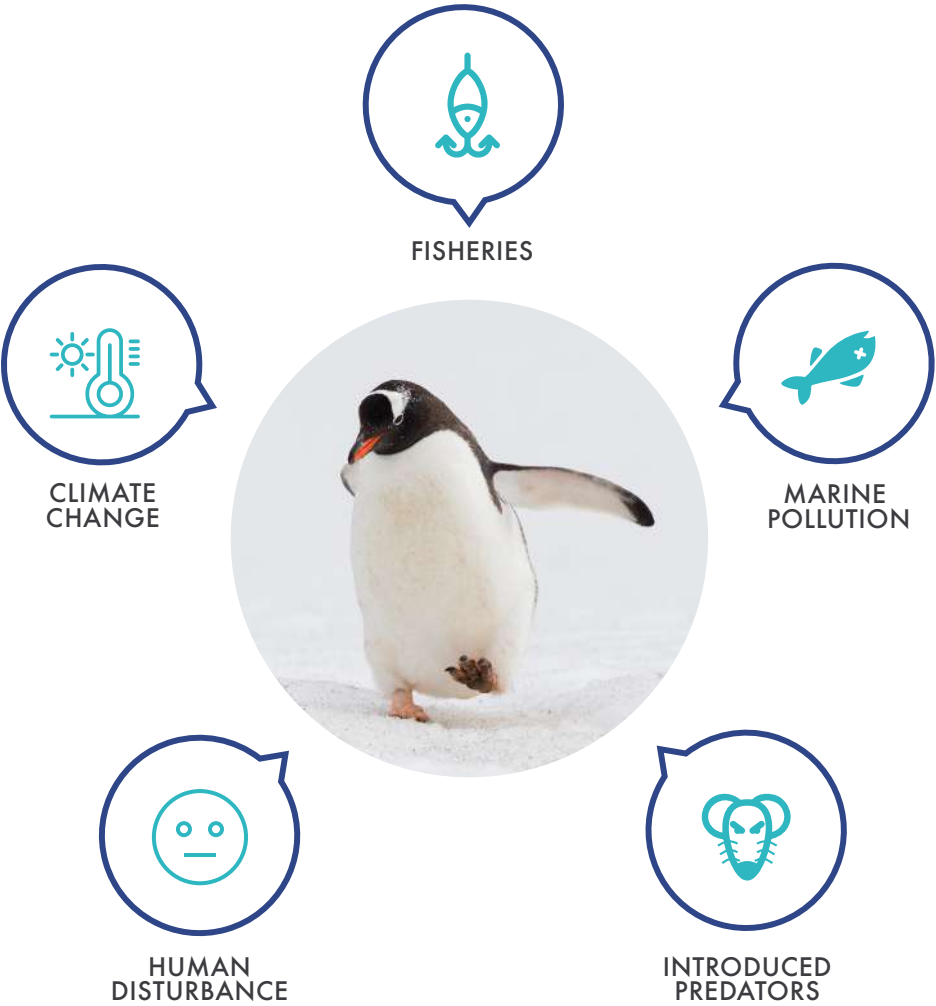
Penguins' features make them vulnerable to their main threats: they do not fly, they live in colonies, they only lay one or two eggs per year, and some species take over a year to raise their chicks. They also depend on marine food that is spatially and temporarily unpredictable.

Penguins are foreshadowing our future. We must act now to address penguin problems, because they are human problems too. Unmistakably, penguins are

the perfect tool to inspire major changes in our behavior, because people have a natural emotional connection with them.

They are also a vehicle for integrated conservation, allowing for the protection of big environments and protection for the many other species that coexist with penguins. If we protect penguins, we protect ourselves, because they are the ambassadors of the oceans that enrich our lives and our livelihoods.

MAIN THREATS TO PENGUINS



GPS is the first and only international organization dedicated exclusively to the conservation of all penguin species.

DARE TO DREAM



ABOUT US

We foster the conservation of all penguin species and conduct our work based on **strong moral principles**.

Created in 2009, the Global Penguin Society (GPS) is the first and only international organization dedicated exclusively to the conservation of the world's 18 penguin species, the coasts and oceans they inhabit.

MISSION

The Global Penguin Society fosters the **conservation of all penguin species** and their associated ecosystems, generating science, management guidelines and education.

OBJECTIVES

- **Develop** sound science to use in the conservation of penguins and marine environments at local, regional, and global scales.
- **Identify** priority areas for the conservation of penguins and their ecosystems, propose and implement guidelines for their protection.
- **Educate** communities and decision makers about the importance of penguins and their habitats, aiming at achieving lasting behavioral changes.
- **Influence** the establishment, implementation, and effectiveness of public and private conservation policies.

OUR VALUES

- **Integrity:** our work is based on honesty and strong moral principles.
- **Commitment:** we are dedicated to, and passionate about, our mission.
- **Respect:** for all the people, the penguins, and the environment we work with.
- **Empathy:** we listen and understand the feelings and perspectives of others.
- **Trust:** we have a firm belief in the reliability, honesty, and ability of the people we work with.



DEVELOP
SOUND
SCIENCE

IDENTIFY
PRIORITIES

EDUCATE
COMMUNITIES

INFLUENCE
CONSERVATION



WHAT WE DO

We address penguin conservation problems through **SCIENCE, EDUCATION & HABITAT PROTECTION.**



SCIENCE

GENERATING KNOWLEDGE
USEFUL FOR CONSERVATION

WE CONDUCT OUR OWN PROJECTS, WORK IN
COLLABORATION WITH PARTNERS AND SUPPORT OTHER
SPECIES PROJECTS WORLDWIDE. ARGENTINA, NEW ZEALAND
AND CHILE ARE SOME OF OUR MAIN RESEARCH AREAS.

PENGUIN POPULATION MONITORING

We collect essential data of the biology and ecology of selected species, including population size and growth trends. This information is crucial to know how populations are responding to the environmental conditions around colonies.

TRACKING PENGUINS

We identify the marine areas where penguins eat and the routes they follow, while detecting overlaps with human activities. This information helps us to identify where we should create marine protected areas.

ASSESSING THREATS

We assess the nature, magnitude, and location of conservation problems like fisheries mismanagement, oil operations, pollution, illegal trade of penguins, and human disturbance.

CONVENING EXPERTS

GPS is a major sponsor of the International Organizing Committee for the International Penguin Congress. This important event brings together penguin researchers and conservation experts from all over the world, to share scientific advances on penguin knowledge and discuss strategic conservation tools.

DARE TO SHARE



DARE TO
LEARN

EDUCATION

FOSTERING A
"CONSERVATION CULTURE"

BY EDUCATING PEOPLE ABOUT PENGUINS AND THE IMPORTANCE OF HEALTHY OCEANS, WE BOTH INVOLVE AND EMPOWER LOCAL COMMUNITIES AND REACH DECISION MAKERS.

SCHOOL TRIPS

We target local education efforts in communities and schools near penguin colonies, so the next generation will value penguins better. We organize trips for children to visit penguins in their natural areas, give talks and donate hundreds of books on wildlife and conservation. So far, over 10,000 children have benefited from this program.

EDUCATIONAL MATERIAL

We publish and distribute our educational booklets, "Messengers of the Sea" and "Meet the Penguins," for free globally. Our booklets contain information on penguins and ocean conservation. For the international community, we work together with partners like Disney and National Geographic to design and share digital material worldwide.



Kids enjoying a penguin colony in Patagonia, Argentina.



A visitor interpretation center at a penguin colony in South America.



School children learning with our educational material.

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Fostering a “conservation culture” wherein all people value and can participate in conservation is our educational goal.



FOSTERING A “CONSERVATION CULTURE”

INTERPRETATION EXHIBITS AND SIGNS

We participate in the design of interpretation centers, tourist trails, and signs at penguin colonies that are open to visitors.

SHARING KNOWLEDGE

We transfer information about penguins to governments and wider audiences, using media and communication strategies. We offer online classrooms from remote penguin colonies to thousands of kids. Our team gives talks for the general community, students, government officials, etc. We also disseminate information through technical reports submitted to governments and interested parties.

BEACH AND PENGUIN COLONIES CLEAN-UP

Penguin colonies often become littered with trash left by fishing vessels and beach-goers. Every year, before penguins arrive from their annual winter migration, we engage local teenagers in beach clean-up activities. Since much of the trash is plastic, this gives us an opportunity to draw attention to the problem of single-use plastics and ocean pollution. We also conduct massive awareness campaigns about plastic pollution in beach resorts, resulting in these resorts ending their use of single-use plastic and keeping thousands of plastic items out of the ocean.



DARE TO PROTECT

HABITAT PROTECTION

SECURING A
HEALTHY HABITAT

GPS WORKS CLOSELY WITH GOVERNMENTS, COMMUNITIES AND LANDOWNERS TO GENERATE EFFECTIVE CONSERVATION POLICIES TO BENEFIT PENGUINS, THEIR ECOSYSTEMS, AND NEARBY COMMUNITIES.

PROTECTED AREAS

GPS is particularly invested in creating new marine and coastal protected areas and in improving the management of existing ones to protect penguin foraging and breeding grounds.

MANAGEMENT PLANS AND TECHNICAL ASSISTANCE

We formulate advice for governments and landowners in different countries to secure conditions for the persistence and growth of penguin populations. We also develop participatory management plans for colonies open to visitors.

IUCN PENGUIN SPECIALIST GROUP

GPS spearheaded the establishment of the IUCN Penguin Specialist Group and is its partner organization, supporting its meetings and workshops. This group addresses critical global conservation issues, influences international and national policy, and helps assess the conservation status of all penguin species.

TRADE AND ILLEGAL TRAFFICKING

We assess the magnitude and nature of the trade and illegal trafficking of penguins. Our goal is to provide recommendations on how to stop illegal trade and improve regulations of legal trade of penguins to relevant organizations.

A photograph of a penguin standing on a dark, mossy rock in the ocean. The penguin is white with a dark back and a yellow stripe above its eye. It is facing right with its wings slightly out. The background shows white-capped waves crashing against the shore.

GPS IN ACTION

We transform knowledge into **effective actions** that benefit penguins and their habitat.

ACTIONS



REFERENCES

- 1 Beach clean up events: Every year, we engage teenagers in clean-up events removing trash from penguin areas.
- 2 Creation of Protected Areas: The designation of protected areas are a valuable legacy of our work.
- 3 Tracking penguins at sea is fundamental to identify and protect their marine habitats.
- 4 Field science: Collecting useful scientific data in the field.
- 5 Kids meeting penguins: Thousands of kids participate in our school trips to visit their nearby penguin colonies.

COUNTRIES WITH GPS IMPACT



ACRES OF MARINE AND
COASTAL AREAS
PROTECTED

32,000,000

2,500,000

PENGUINS
BENEFITED BY
IMPROVED
MANAGEMENT AND
IMPLEMENTATION

KIDS WHO VISITED
PENGUIN COLONIES
THROUGH OUR
EDUCATIONAL
PROGRAM

10,000

30,000

EDUCATIONAL
BOOKS
DISTRIBUTED
FOR FREE
GLOBALLY

As of June, 2024



DARE TO
TRUST

MAIN ACHIEVEMENTS

PATAGONIA AZUL BIOSPHERE RESERVE, ARGENTINA

In 2015, GPS spearheaded and supported the designation of the Patagonia Azul UNESCO Biosphere Reserve. With almost 8 million acres, it encompasses a coastal area with the greatest biodiversity on the Argentinean coastline, protecting 20 penguin colonies and over 700 marine and terrestrial species.

EL PEDRAL WILDLIFE REFUGE

GPS obtained a Wildlife Refuge designation for this small penguin colony that we discovered in 2008, allowing it to grow from 6 pairs in 2008 to over 4000 pairs in 2023.

IUCN SSC PENGUIN SPECIALIST GROUP

GPS promoted the establishment of this Group, which represents the highest level of scientific rigor and credibility concerning a species group.

SCHOOL TRIPS

10,000 students have already participated in our school trips to visit penguin colonies and meet penguins for the first time. Now, they are excited about penguins and GPS is instilling a love of penguins in the next generation.

BOOK “PENGUINS: NATURAL HISTORY AND CONSERVATION”

In 2013 we published this book, involving 49 authors from 12 countries. It is recognized as a University of Washington Press best seller. It is used by researchers, conservationists, students and governments worldwide.

UNITED NATIONS OCEAN SANCTUARY ALLIANCE SCIENTIFIC PANEL

In 2015 we joined this initiative to help scientifically justify the need to increase ocean conservation. The goal was to include ocean protection as a Sustainable Development Goal in the UN Agenda 2030; this was accomplished when 193 countries approved the agenda.

PUNTA TOMBO MARINE PROTECTED AREA

GPS catalyzed the creation of this 250,000 acre Marine Protected Area (MPA) in Patagonia Argentina, in 2016. This MPA protects the feeding area of over half a million penguins, including one of the largest Magellanic penguin colonies on the planet.

“PENGUINS” MOVIE

We partnered with DisneyNature in the launching and promotion tour of this movie in 2019, sharing our conservation message to a massive global audience.



DARE TO SUPPORT

“

People love penguins but are unaware of their decline. Global Penguin Society has devised solutions to tackle their problems head on.

– SIR DAVID ATTENBOROUGH

MEET THE TEAM

Executive Leadership



Pablo García Borboroglu
President & CEO, Chief
Scientific Officer



Laura Marina Reyes
Deputy Executive Director &
Director of Conservation

Board of Directors



Germán Solveira
Board of Directors



Avecita Chicchón
Board of Directors

Conservation Program



Maricel Giaccardi
Protected Areas and
Conservation



Guillermo Martin
Protected Areas and
Conservation



Olalla Martínez Azeves
Protected Areas and
Conservation



Stephanie Carnow
GPS Project Manager at
Wildlife Conservation Network

Educational Program



María Luján Villabriga
Educational Program
Director



María Soledad Martínez G.
Educational Program
Officer



Abigail Scavarda
Educational Program
Assistant

Research Program



Candela Tisera Manochio
Research Program Officer



Juan Marcos Ricciardi
Operations Officer

Legal Counsel



José Alberto Esain
General Legal Counsel



Florencia Cheruse
General Legal Counsel

Community and Public Relations



Alina Membribe
Press and Public
Relations Manager



Benjamín Lobo Ferré
Social Media Manager



Alejandro García Borboroglu
IT Manager

Regional Representatives



Thomas Mattern
New Zealand
Representative



Ursula Ellenberg
New Zealand
Representative



Claudia Godoy Reyes
Chile Representative



Luis Muñoz
Chile Representative

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We protect oceans.
We protect life.



RECOGNITIONS & AWARDS

2009

GPS is founded by Dr. García Borboroglu through his **Pew Fellowship in Marine Conservation**, after recognizing the need to integrate conservation and research efforts globally.

2010

GPS receives the **WHITLEY AWARD**, which is instrumental to strengthen and expand penguin conservation work.

2018

CONGRESS OF ARGENTINA recognizes the accomplishments of GPS in science and conservation.

2023

Pablo García Borboroglu received the prestigious **INDIANAPOLIS PRIZE**, known as the Nobel Prize for animal conservation.

2018

GPS's work is recognized by the **WHITLEY GOLD AWARD** and the **NATIONAL GEOGRAPHIC BUFFETT AWARD** for Leadership in Conservation presented to Dr. García Borboroglu.

2019

GPS received the **ROLEX AWARD for ENTERPRISE** to move its global conservation mission forward.

2023

SENATE OF ARGENTINA

Recognizes Pablo García Borboroglu with a Diploma of Honor for his conservation work.





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globalpenguinsociety.org