



SLOTH FRIENDLY NETWORK



Join today and give your clients an experience that makes a difference.



WHY JOIN THE NETWORK?



Many travelers are now seeking out environmentally conscious ways to spend their holiday. Recent surveys have revealed that:

- 62% of people consider the environment when choosing a hotel.
- 93% of people say that they would choose a business that supports wildlife conservation over one that doesn't.
- Over 50% of people surveyed would be willing to spend up to 30% more for a hotel that supports conservation of wildlife.

Being able to advertise ecological awareness will help you **attract new guests** and is an appealing promotion.

WE INVITE YOU TO ENVISION A WORLD WHERE PEOPLE AND WILDLIFE COEXIST PEACEFULLY

Millions of travelers visit Costa Rica every year to **enjoy the abundance of wildlife**, but the rapid rate of development is now threatening to destroy the biodiversity that underpins this lucrative and expanding industry.

If we really want to protect the wildlife of Costa Rica, we must all commit to doing what we can. You do not need to hold a powerful position or own lots of land **to make a difference**.

OUR MISSION

To create a community that actively engages in environmentally friendly practices which support the protection of sloths in their natural environment and educates tourists to be partners in conservation.

We at The Sloth Conservation Foundation **endorse community members who are promoting sustainable tourism and contributing to the conservation of sloths in Costa Rica.**



YOU WILL BE HELPING TO MAKE A HUGE IMPACT ON CONSERVATION!



Photo: Suzi Eszterhas

By working together, we can ensure strengthened protections for the sloths living in this area. **Community members like you are the ones sharing environments with sloths.**

You also regularly interact with tourists, which allows you to **share with them the knowledge to travel responsibly.**

WHAT DO YOU HAVE TO DO?

Any business can join the Sloth Friendly Network (SFN) as long as you are able to meet the eligibility requirements and agree to make your business as sloth-friendly as possible!

You do not need to pay anything – we will provide everything that you need for free. **We just need your willingness to participate!**

We have **two different accreditation levels** available depending on your circumstances and business type.

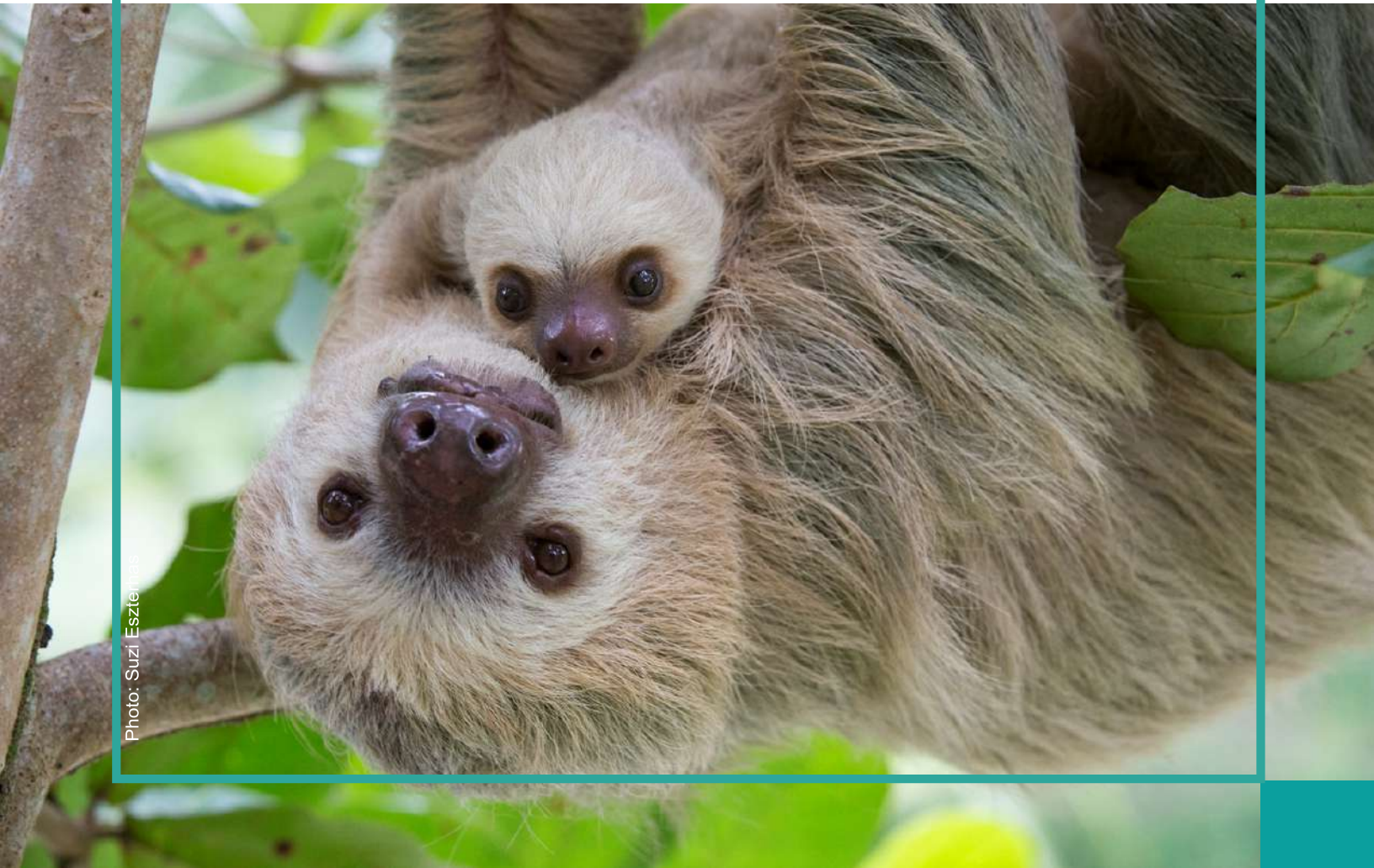


Photo: Suzi Eszterhas

BY JOINING THE SFN YOUR BUSINESS WILL RECEIVE:

- A **framed SFN accreditation certificate** that you can display in your business.
- Your business will be **featured in "The Slowly Planet"**, the ultimate digital travel guide for sloth-friendly ecotourism in Costa Rica.
- Your business will also be **publicized on The Sloth Conservation Foundation's website** (+30k monthly visits).
- Free **sloth-themed giveaways** for your clients! (Platinum)
- **Free educational materials** (information flyers/posters) that will help your guests to responsibly observe sloths in the wild.
- Everything that you need to make **your business as wildlife friendly** as possible.

Photo: Suzi Eszterhas



ELIGIBILITY REQUIREMENTS



GOLD HIBISCUS

All of the following criteria must be met:

1) Agree to **provide assistance in monitoring the activities and welfare of sloths** located in close proximity to your establishment.

- We ask that if you see a sloth in need of medical assistance you **contact us or a local rescue center.**
- If you notice the exploitation of sloths (such as people removing them from their natural environment for tourist photos, or anyone attempting to touch or harass a sloth) please contact us immediately.

2) Commit to **avoiding close contact with sloths.**

- All staff should be encouraged to give sloths a minimum distance of at least 2 meters, and should never directly touch a sloth unless in an emergency situation.
- Never remove a sloth from its natural environment. Sloths should not be unnecessarily kept in captivity, held, sold, or posed for photographs.
- Encourage staff and guests to take photos of sloths without a flash, and avoid taking selfies with the sloths as this encourages their exploitation for photo opportunities.

3) Be willing to **educate guests** about the ways they can help to protect sloths.

- Display educational materials for guests to read (all materials will be provided by us).
- Have staff educate guests about sloth conservation and welfare if they see visitors displaying inappropriate behaviors.





PLATINUM GUARUMO

Gold level plus at least one of the following:

4) **Be willing to make your business property or garden as wildlife friendly as possible**

- Evaluate your grounds to see where sloth **habitat could be improved** (free survey carried out by us)
- If necessary, **participate in our 'Connected Gardens' reforestation program**. This involves planting sloth-friendly trees on your property (all trees provided by The Sloth Conservation Foundation)
- Be willing to **have a Sloth Crossing wildlife bridge** installed on your property (if possible).

5) **Financially or logistically support local wildlife conservation efforts.**

If you don't own property but would still like to achieve platinum level accreditation for your business, you can choose one of the following options:

- Commit to make an **annual donation to support sloth conservation**, or
- Agree to **volunteer your skills or services** to benefit sloth conservation efforts in your local area.

HOW IT WORKS

If you would like to join the **Sloth Friendly Network**, all you need to do is email us at **contact@slothconservation.org** – **then we will do the hard work for you!**

We will visit your business and work with you to **develop a custom plan that will meet the eligibility requirements.**



**SIMPLE ACTIONS CAN HAVE A MAJOR IMPACT
WHEN WE ALL WORK TOGETHER.**



 www.slothconservation.org
 contact@slothconservation.org
  /SlothConservation
 Puerto Viejo, Costa Rica

#IamAResponsibleTraveller

