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INTRODUCTION
A WORD FROM THE DIRECTOR

Barbary macaques are still under threat in their native habitat, but there are promising signs that things are changing for the better. One of the biggest problems we face is the lack of awareness about the macaque among the Moroccan public and media meaning that macaques are often perceived as tourist attractions or pets by people living in cities. One of our main goals is to raise awareness about the species in Morocco and we took a big step forward in being able to do this with the launch of our wonderful new website which is proving to be a great success. Our research work resulting in some international coverage on the internet including Mongabey and we were also excited to be invited to a workshop on delivering a Barbary macaque conservation message to staff of Ifrane National Park and other interested stakeholders. We also welcomed Folly Farm primate keeper, Rosie Griffin to our field site where she spent a few days seeing wild Barbary macaques for the first time and assisting us in our work. We had cause to be very grateful to Folly Farm Team Zoo for their response to our Monkey Bus emergency where the poor old Land Rover broke down and had to be towed back to Tétouan in November thanks to Folly Farm’s emergency aid we were only off the road for about four weeks. I am also pleased to announce the appointment of Ahmed Chetuan to Bouhachem education officer. Ahmed is supported by Zoo Vienna Schonnbrun.

We are also very hopeful that the new improved legislation to protect wildlife including Barbary macaques will pave the way to increased confiscations and a decrease in the numbers of infant Barbary macaques taken from the wild to satisfy demand for primate pets. Primates are not pets and we work tirelessly to deliver this message both nationally and internationally with our potential to do this much increased by our new initiative of identifying, training and equipping small teams of Ambassadors in major Moroccan cities. We were absolutely thrilled to be the first recipients of the Cyril Rosen award specifically for this work. Cyril was a great advocate of primate welfare and was a keen supporter of our work so we feel honoured to be the first recipients of the award by the Primate Society of Great Britain which has been set up in his name.

Sian Waters
Director
BMAC'S MISSION
ABOUT US

ABOUT BMAC
BMAC is a NGO that works to conserve the Endangered Barbary macaque and its habitat and to promote knowledge of the species. Established in 2009 by Sian Waters and Ahmed El Harrad, the project was initiated in response to the Endangered status of Barbary macaques in the wild. Barbary macaques are threatened by habitat destruction, overgrazing by domestic livestock, and the illegal trade which sees infants being captured from the wild and kept as pets, a practice that is as damaging for welfare as it is for the conservation of the species.

OUR MISSION
The overall goal of the project is to safeguard the future of the Barbary macaque, its habitats, and the livelihoods of the local communities who are part of the ecosystem in which the macaques live.

THE TEAM
Dr Sian Waters is the project's founder and Executive Director and works with Ahmed El Harrad who is President of our Moroccan association and deputy director. Ahmed Chetuan, is our new Bouhachem education officer, and with Mohamed Chetuan works in and around Bouhachem forest engaging with shepherds and monitoring Barbary macaque groups. Lucy Radford, our volunteer Research & Development director, is responsible for research, fundraising, campaigns and project support. Tamlin Watson is our voluntary animal welfare officer. Our American representative, Sherrie Alexander is raising awareness and fundraising for us and Marjolaine Petit is responsible for the website and assisting with communications. Mohamed Abdou Aziz helps with design material. He is responsible for the design and production of our education materials.
ACTIVITIES & ACHIEVEMENTS
ACTIVITIES
EDUCATION & AWARENESS

AWARENESS EVENT IN TETOUAN
The Barbary Macaque Awareness & Conservation (BMAC) team started 2015 by participating in an environmental awareness raising event in Tétouan. This was attended by over 1,000 adults and children. We were able to put up our portable education exhibit which always attracts a lot of attention, and we also provided visiting children with our monkey masks to colour in and wear. So many children wanted to participate that we had to increase the number of tables from two to four to accommodate them all.

PRESENTATIONS IN TANGIER
We also reached ~400 children and adults through presentations to two schools in Tangier, focusing on the normal diets of Barbary macaques to deliver the message that public feeding of habituated Barbary macaques harms their health. We also presented our new portable education exhibition at a celebration of International Day of Biodiversity at the high school in Tétouan, reaching ~400 pupils. Each teacher in every school we visit is provided with a copy of the “Story of Teshta”, the reprinting of which was supported by Association Beauval Nature in 2013.

FOOTBALL TOURNAMENTS
The senior school in Moulay Abdesalam, the largest town close to Barbary macaque habitat in our project area, held a football tournament and invited BMAC to assist by providing football shirts with our logo and raising awareness among the pupils. Around 350 children attend the school and many of them come across macaques daily, but often don’t understand their importance so this was an excellent opportunity to educate them about the unique Barbary macaque. In September, we were invited to attend a football tournament organised by the Gibraltar NGO, RifCom, close to another area of Barbary macaque habitat near Chefchaouen. We took our portable education exhibit and were able to reach ~500 men and boys in one day.
EDUCATION & AWARENESS

AWARENESS & MACAQUE MONITORING
When we are conducting our macaque monitoring work we often encounter large groups of people visiting the forest from the city. Such groups often leave behind all their litter which is unsightly, damaging to wildlife, and often ends up in the watercourses. We always stop and give a short presentation to these groups and politely ask them to take away their litter and ensure their cooking fires are out. We then stop to check later on if they have listened to us. In every case we are pleased to say that the groups have cleared up, removed their litter and ensured their fires are extinguished.

The average size of the groups we encounter is ~50 and we speak to groups ~ 4 times a week during 12 weeks of spring and autumn. This means we are able to raise awareness about the macaque and environment issues in the forest among 2400 people on these occasions.

TRAINING WORKSHOP
In November, we were pleased to be invited by the Haut Commissariat des Eaux et Forêt et la Lutte Contre le Desertification to take part in a training workshop to disseminate our experience in raising awareness about the endangered Barbary macaque. Our audience were various environmental NGOs, tour guides and the staff of the Ifrane National Park. We gave a presentation and demonstrated various activities such as our Forest Game which we have developed to convey the message of the importance of forest, not just to wildlife but to domestic animals too. The children from a village school participated with great enthusiasm. The day was a huge success and we hope to take part in other training workshops in 2016.
EDUCATION & AWARENESS

TV SERIES SOCIAL MEDIA CAMPAIGN
In 2015 a TV drama series aired in Morocco featuring a young boy with a pet macaque. BMAC ran a short campaign to raise awareness among the Moroccan public and those who were involved in the series.

#JUSTSAYNO CAMPAIGN
In November 2015, we began a campaign to raise awareness among the Moroccan and international public regarding the conservation and welfare issues involved in the presence of photo prop and other Barbary macaques in Jmaa El Fnaa in Marrakech which is a very popular destination for both national and international tourists. We have a huge task ahead of us to convince all stakeholders that the Square’s image can only be improved by the permanent removal of the macaques. With our campaign, which will continue into 2016, we are collecting selfies from people all over the world with their reason why they will not pose with a Barbary macaque in Marrakech. We also designed posters in french and english. We have been strongly supported by staff at Parco Natura Viva in Italy; Folly Farm Adventure Park and Zoo in Wales, UK; Zoo Vienna in Austria and Zoo Helsinki.
EDUCATION & AWARENESS

AMBASSADORS PROGRAMME
The aim of this initiative is to recruit, train and equip volunteer groups in Marrakech and other major cities in Morocco, enabling them to raise awareness about Barbary macaques and discourage exploitation of the species by the people most likely to desire one as a pet. There are also international Ambassadors, most of whom work for zoos or wildlife parks, whose duties include raising awareness against the exploitation of Barbary macaques as photo props for tourism and pets. We currently have a group of six Ambassadors in Marrakech and a nucleus of Ambassadors in Casablanca which we hope will expand in 2016. All the Ambassadors have been active in our #justsayno campaign and have taken part in other education and awareness activities via social media and at local events.

GOALS & OBJECTIVES
We need to expand our reach to other parts of the world and so we launched our new and ambitious voluntary programme of BMAC Ambassadors in 2015.

SUPPORTS
Thanks to support from FAADA and Wild Futures we were able to update and reprint our portable education exhibit panels. The information has been radically updated and is now printed in Arabic and French. The panels will also be provided to the Moroccan BMAC Ambassador teams in each city to facilitate their successful dissemination of information about Barbary macaques and BMAC’s work.

Thanks to support from our donors, we reached approximately 5,000 adults and children in Morocco in 2015, raising awareness about the Endangered Barbary macaque and the forests in which it lives.
ONE OF OUR AMBASSADORS
IS SHERRIE ALEXANDER IN
THE US - SHERRIE WRITES:

Over the past year I’ve had the pleasure of working with BMAC and promoting Barbary macaque awareness in a number of ways. First off, the 2016 Primate Connections calendar sales during November and December (in the U.S.) went splendidly. BMAC has participated in this fundraiser for several years now and as of this year, I am happy to say, we brought in over $300 and surpassed $1000 since the sales began.

In regard to raising awareness, last fall I was invited to give a presentation to the University of Alabama at Birmingham primatology class in which I talked about conservation of the Barbary macaque in Morocco. The students were very pleased with the lecture and were required to write an essay about the threats to this species.

Then, during the summer I was confronted with a primate entertainment issue here in my home state of Alabama and wanted to make a statement regarding the use of primates in entertainment. The result was a blog about my experience dealing with a business that was promoting a capuchin dressed as a cowboy at a sporting event in Birmingham. I emphasized the reasons why primates should not be used in this way, including the connection to the pet trade that is fuelled by such imagery. My blog features on BMAC’s website http://www.barbarymacaque.org/tale-of-monkey-cowboy/

I’m looking forward to another year of working with the team and raising awareness for the Barbary macaque in Alabama and throughout the U.S.

Sherrie Alexander
Graduate student, University of Alabama at Birmingham
U.S. Representative, Barbary Macaque Awareness and Conservation
ACTIVITIES
WILDLIFE CONFISCATIONS

MACAQUE CONFISCATIONS IN CASABLANCA
Along with the confirmation of tougher wildlife protection laws in Morocco in 2015, our Facebook page played a huge role in the confiscation of Barbary macaques in 2015. Public concern regarding the use of wild animals including macaques as photo props in two nightclubs in Casablanca, resulted in one club cancelling its wild animal displays and the macaque photo props being used in another being confiscated by the authorities after we alerted them to the situation.

WILDLIFE CONFISCATIONS
One macaque being used as a photo prop in the coastal town of Cabo Negro was also confiscated by the Tétouan authorities in collaboration with BMAC staff. However, we were sadly unable to save a very young macaque for sale in Tangier which was sold before the authorities could react, however, the market was visited and other wildlife confiscated and released. Hopefully that will act as a deterrent to the trader who sold the infant macaque.
ACTIVITIES
CONSERVATION & EDUCATION CENTRE

CONSTRUCTION
Thanks to a donation from the Association of French Zoological Parks & Aquariums, we were able to make progress with our centre by adding doors and windows in October 2015. Along with a lot of hard work on plastering, plumbing and tiling, the centre now nearly ready for use for workshops, activity days and accommodation for researchers.
ACTIVITIES
RESEARCH

JBEL KELTI AND
TALESSEM'TANE SURVEY
Our survey work in the areas of Jbel Kelti and Talessem’tane continued. The area is very difficult to move around in but with our method of including local people in the research, we have had major successes verifying groups of Barbary macaques in the canyons between Talessem’tane and the limestone massif which includes Jbel Kelti. These canyons have never before been surveyed probably because nobody expected to find macaques living in such an inhospitable place. However, the macaque groups are able to exploit the rich researches of the canyons which include wild olives and as you can see from the photo are doing well. We will be preparing publications on our survey work in late 2016.

IMPROVING DOG WELFARE
Tamlin Watson's research for her Masters postgraduate degree was undertaken to explore whether previous interventions had encouraged a shift in how dogs were being managed in two villages in Bouhachem. Free-ranging dogs can cause significant impacts on wildlife and livestock, and are known to be primary vectors for zoonotic diseases such as rabies. These free-ranging dogs are generally owned and used for house guarding, hunting or flock guarding in this region. BMAC implemented a Dog Health and Welfare Programme which delivered rabies vaccinations and parasite treatments and whilst doing so collected useful data, and conducted discussions about current dog management. A follow-up qualitative study was conducted in two villages where the DHWP had been implemented. It aimed to establish if the interventions had engendered a more responsible attitude to dogs in terms of population management and perception of feral dogs. Although the study sample was quite small it evidenced positive outcomes of the DHWP. This study has opened up possibilities for further positive interventions in the area with dog owners which could have important positive implications for dog, human and wildlife welfare.
RESEARCH

ARTICLES & PUBLICATIONS
Dr Sian Waters, Executive Director of BMAC was interviewed by Mongabay regarding her innovative way of developing conservation strategy using ethnographic rather than ecological data:
http://www.barbarymacaque.org/mongabay-interviews-dr-sian-waters/.

Sian was also interviewed by the online magazine Master Primatologia discussing her research and conservation work in Morocco. Read the interview here http://www.barbarymacaque.org/interview-with-dr-sian-waters-in-master-primatologia/.

Sian was also invited as keynote speaker at the annual meetings of the Association of Iberian Zoos and Aquaria at their annual meeting in Zaragoza, and the British and Irish Association of Zoos and Aquariums at Woburn Safari Park UK.

We published two short notes on our work in 2015 with a paper on group sizes in Bouhachem which can be downloaded here:
http://www.barbarymacaque.org/2075-2/.

We also published the first DNA confirmation of the presence of the African wolf in Bouhachem. The paper is available here:
COMMUNICATIONS

WEBSITE
In May 2015, we relaunched our website, www.barbarymacaque.org, with a completely new look and far more information and resources for visitors. Thanks to our Communications volunteers, Marjolaine Petit and Lisette Keetman, and Jérôme Chesnot, who kindly uses his hosting company, vista.ad, to host our site free of charge, the site is a huge success and is very easy for us to manage and update. In April 2016, for example, we had 500 unique visitors from 36 different countries, many of whom typed the address directly into their browsers to reach our site a good indication that people want the information we are sharing. The site is bilingual, with pages in English and French, and we are very grateful to our volunteer translators, Camille Deman and Mohamed Ikssi, for their help with this.

YOUTUBE CHANNEL
We started a Youtube channel to show videos of Barbary macaques behaving naturally in the wild. We have two videos kindly edited by Lucy Radford and Andrew Walmsley but we have lots of other material which needs editing before it can be posted. If you would like to volunteer for this task than let us know.

SOCIAL MEDIA
Our Facebook, Twitter and Instagram accounts continue to be very popular. We reached 3,000 Facebook followers in 2015, and we have over 1000 on Twitter and nearly 300 on Instagram. A strong social media follower base ensures our campaigns are widely seen and shared.
THE YEAR AHEAD
GOALS & OBJECTIVES

As I write this we are already almost halfway through 2016 which is proving to be one of our most successful years yet! We are already using our conservation and education centre and have reached more than 2,000 people with our portable education exhibition and have trained and equipped our group of Ambassadors in Marrakech! We continue to expand our collaborations with the regional and national departments of the Haut Commissariat des Eaux et Forêts et la Lutte contre le desertification and University Abdelmalek Essaadi in Tétouan as well as cultivating new ones with national and international NGOs. We are also initiating a collaboration with many other organisations throughout the world to celebrate the very first International Macaque Day in 2016.

I would like to thank my team for their commitment, dedication and belief in what we are doing especially Ahmed El Harrad, Lucy Radford, Marjoleine Petit, Mohamed Abdou Aziz, Sherrie Alexander and Tamlin Watson. Please check our website for recent news and follow us on social media. Thank you all for your interest and support we couldn’t do it without you.

Sian Waters
Director
DONORS

We are very grateful to the individuals who make private donations to our work, as well as the organizations named below.

**Barbary Macaque Surveys, Monitoring and confiscations supported by:**

**Education and Awareness supported by:**

**Conservation and education centre supported by:**
CONTACTS

You can email us at bmacaque@gmail.com for general enquiries.

If you have a question about publications, research projects or our work on the illegal trade, contact sian@barbarymacaque.org.

For questions about volunteering, research, PR and social media, contact lucy@barbarymacaque.org

We are also contactable through Facebook and Twitter if you have short messages or photos to share.

PHOTO CREDIT
Lucy Radford: p.1, 2, 5, 10, 11, 13, 18
Tim Jenkins: p. 4, 5, 7 (right), 16
Andrew Walmsley: p. 7 (left), 14