



**Zoological
Society
of London**

ZSL
Outer Circle
Regent's Park
London NW1 4RY

zsl.org

Wednesday 27th August 2025

To whom it may concern,

On behalf of the Zoological Society of London (ZSL), it is my pleasure to endorse the candidacy of Craig Bennett for IUCN Councillor for the West Europe region. ZSL has a long history of working with Craig and has seen first-hand his ability to build, shape and steer large and complex coalitions in support of nature.

In his current role as CEO of the Wildlife Trusts, Craig has shown a remarkable talent for building movements that effectively connect national and international advocacy with impactful, on-the-ground action. This is a critical skill for the IUCN, as it seeks to bridge the gap between global policy and local delivery.

Craig's experience extends beyond the UK, with a deep understanding of how to build common cause among diverse groups. His track record of uniting disparate organizations into influential coalitions is exactly the kind of leadership the IUCN Council needs. We have also seen his commitment to the IUCN, as he is an active member of the UK National Committee and a proactive participant in the global forums.

In a time when the challenges facing the natural world are immense, we need leaders who can bring people together, inspire action, and turn ambition into reality. Craig is a highly creative and effective leader with a rare combination of qualities. He has the subject knowledge to understand the complexities of conservation and the determination to deliver a positive impact.

ZSL believes that Craig's experience, abilities, and collaborative approach make him a strong candidate.

Yours sincerely,

Matthew Gould
Chief Executive Officer

**We're ZSL, an international conservation charity, driven by science,
working to restore wildlife in the UK and around the world**

ZSL is a charity registered in England and Wales no. 208728.