



WORLD LEMUR FESTIVALS

MADAGASCAR | 2024 – 2025 | GRANT-FUNDED

FESTIVAL OVERVIEW + HISTORY

The [World Lemur Festival](#) (WLF) has been held in Madagascar and around the world since 2014. In 2024, the Lemur Conservation Network (LCN) began sponsoring events in Madagascar through [small grants for local conservationists](#). In 2025, we worked with Teach for Madagascar to implement events at schools across the island, in which volunteers and local teachers used our [Lemurs card games](#) about lemurs. We also worked with Planet Madagascar to hold [two days of activities](#) with four schools near Ankarafantsika National Park.

These events have proven to be a very successful and cost-effective way to expand educational outreach about lemurs, engage local communities, and inspire participants to protect lemurs.

EXPANDING LEMUR EDUCATION

Instead of relying on direct instruction, the festival provides an interactive opportunity for students and adults alike to learn about lemurs. Students participated in parades through their town, performed dances, songs, and poetry with their peers, competed with one another in lemur card games and quizzes, identified lemur calls, reforested lemur habitats, and created colorful drawings of a variety of lemur species. This active learning is not always feasible day-to-day in a classroom, but these festivals expand learning opportunities by providing playful and educational outreach.

COST-EFFECTIVE + HUGE IMPACT

- **\$9,000 awarded** in grants
- **10 festivals** in **6 regions**
- Over **6,000 people** engaged

ENGAGING LOCAL COMMUNITIES

Engagement with local communities was cultivated by the selected grantees. Recipients were residents of the communities, and shared the same language, customs, and neighbors as the rest of the town. Activities were endemic to the region and beloved by the people who live there, such as traditional dances and songs, documentaries in the resident's language, and warm communal meals like bowls of rice with zebu meat. This familiarity drew in a variety of diverse townspeople, including everyday residents of all ages, local authorities, community leaders, local NGOs, artists, and students, who were central to the festivals.

INSPIRING LOCAL PROTECTION

Instead of relying on outside pressure, residents were inspired by one another through shared festivities that started in their own communities. Celebrating and learning about lemurs as a town transformed them from local wildlife into cherished members of the region, sowing the seeds for the long-term protection of lemurs across Madagascar.

STORIES OF IMPACTS



The Ecological Carnival from the World Lemur Festival Held in Toliara, Madagascar in 2025. ONG Renalia (grantee) reported that, to them, this was the **"highlight of social mobilization and community awareness"** during their festival. Over 230 people participated.



Traditional dances from the World Lemur Festival in Toamasina, Madagascar in 2024. Diamondra Ranaivoson (grantee in 2024 & 2025) learned through these festivals that **"even a small-scale event can have a significant impact when it is engaging."**



Lemur Card Game session from the World Lemur Festival in Toamasina, Madagascar in 2024. Many grantees said that students **loved playing with the cards and learned of new lemur species.**

