The Red Siskin Initiative is an international partnership working to understand, protect and restore populations of an endangered bird, the Red Siskin (Spinus cucullatus), in Venezuela. We focus on this carefully selected, culturally-relevant flagship species to protect and restore endangered forest ecosystems and foster sustainable livelihoods.

**Achievements**

- Red Siskin genome decoded, available habitat in Venezuela assessed, traffic network and illegal trafficking rates unveiled.
- The first Red Siskin Conservation Center constructed and in operation in Paya, Venezuela for rescues and ex-situ breeding.
- +460 hectares of bird-friendly habitat secured through shade coffee farming, benefiting +200 bird species.
- +18 wild Red Siskins rescued from illegal trafficking thanks to collaboration from local authorities and private aviculturists.
- Sustainable livelihoods promoted in +70 coffee farming families in Venezuela and +200 aviculturists from America and Europe.

**Background**

The Red Siskin: a generous ambassador to Venezuela

The Red Siskin is an endemic, culturally relevant and critically endangered bird in Venezuela. Its decline has been associated with habitat loss and unsustainable extraction as a result of complex social dynamics and the limited availability of resources to promote sustainable livelihoods. At the Red Siskin Initiative we are aware that this is a common reality for many species of songbirds in Latin America, for which we propose an opportunity for change.

**The strategy**

A complex conservation issue, under a comprehensive approach

The Red Siskin Initiative advances on the guidelines of its action plan, which since 2015 guides the strategies towards our main objective: the conservation of the Red Siskin and mitigation of main threats. Our pillars: research, education, rescue, restoration and promotion of sustainable livelihoods under knowledge and experience integration. To date we have managed to achieve +30% of our strategic goals benefitting +200 bird species of the threatened dry forest ecosystem in Venezuela, 4 communities of coffee growers with an impact on +400 ha of forest, 10 workgroups of aviculturists from America and Europe adding to reduce illegal trafficking and raising awareness in an captive audience of +10,000 users worldwide.

**Next steps**

Building Resilience through Collaboration

Our next 5 years include key strategies for our action plan, learn about our next goals and how to collaborate: