

Company: How Many Elephants, Alresford, Hampshire, UK
Company Description: How Many Elephants is an innovative, design-led charity educating a global audience about the devastating impacts of the African elephant ivory trade and raising vital funds for front-line rangers. How Many Elephants is a UK registered charity: 1186238
Nomination Category: Thought Leadership Categories
Nomination Sub Category: Female Thought Leader of the Year - Government or Non-Profit
Nomination Title: Holly Budge



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 198 words used.

Holly Budge inspires bold action. As an Everest summiteer and the first woman to skydive Everest, she’s been hailed as “one of the most accomplished female adventurers” of her time. But her impact goes far beyond personal achievement.

She is the founder of **How Many Elephants**, an award-winning, design-led non-profit that educates global audiences about the African elephant crisis through powerful, data-driven storytelling. Her travelling exhibition visualises the poaching of 35,000 elephants annually - one silhouette for each life lost - using minimalist, non-gory visuals that engage rather than alienate.

Holly has raised over **\$685,000 USD** for environmental and social impact projects and earned praise from **Sir David Attenborough** and **HRH The Duke of Edinburgh**, who described her as “down-to-earth, funny, and incredibly inspiring.”

As a keynote speaker on risk, mindset, and leadership, and founder of **World Female Ranger Week**, Holly is reshaping the face of conservation. Her work unites over **6,000 female rangers** globally, catalysing real change in how conservation is led, supported, and funded.

She has delivered talks for McKinsey, JPMorgan, and The Explorers Club, and is a **UN Women UK Delegate** and two-time WISE100 “Top 100 Women in Social Enterprise” honouree.

4. Outline the nominee’s thought leadership achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 246 words used.

Holly Budge has continued to blaze trails in conservation, gender equity, and public engagement.

In 2024, she delivered a keynote at the **World Ranger Congress in France**, representing the voices of female rangers on a global stage. She also launched the **How Many Elephants Beehive Fence Project** in Tanzania, in partnership with Wild Survivors NGO. This innovative, female-led initiative reduces human-elephant conflict using beehives as a natural deterrent, as elephants are scared of bees, while generating sustainable income through honey production. It’s a powerful example of Holly’s solution-led, community-first approach to conservation.

To drive sustainable funding and deeper engagement, she founded **Wildlife Positive Travel**, a for-profit arm of How Many Elephants, taking small groups on immersive expeditions to spend time with all-female anti-poaching units. These experiences, personally led by Holly, connect travellers directly with frontline conservation efforts while reinvesting proceeds into ranger support and wildlife protection.

World Female Ranger Week (June 23–30), now in its fifth year, continues to grow globally. Six governments now support the campaign, and this year, Holly has partnered with **The Nature Conservancy** to host the first live WFRW event in Zambia - bringing together 70 female rangers from around the world for field work, community engagement, roundtables, and media interviews.

Through How Many Elephants, Holly now works with over **6,000 female rangers**, addressing shared challenges like social stigma, poor access to equipment, and workplace safety.

Holly also remains active on the front lines embodying her belief in leadership by action.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 211 words used.

Holly Budge’s work stands apart for its **intersectional, action-driven model** of conservation and female empowerment, combining field impact, system change, and powerful storytelling.

While many initiatives stop at raising awareness, Holly’s approach drives tangible results: **vehicles funded, grants awarded, income generated, policies influenced, and thousands of women connected across borders**. In a field where only **11% of rangers globally are female**, her work isn’t just amplifying voices, it’s changing the system.

Her launch of the **Beehive Fence Project** demonstrates a rare blend of ecological insight and social entrepreneurship. It tackles human-elephant conflict while empowering women economically and is already gaining traction as a replicable, community-led model.

Her newest venture, **Wildlife Positive Travel**, adds another layer of sustainability, connecting the public with real stories and real people, while reinvesting directly in conservation outcomes.

Compared to others in the sector, Holly’s unique blend of frontline access, design thinking, global advocacy, and media-savvy campaigning puts her at the forefront of next-gen conservation leadership.

Compared to her own previous years, 2024–25 marks a strategic shift: from campaigning to infrastructure-building. From growing a movement to embedding long-term, grassroots solutions.

Holly is not just addressing gender imbalance in conservation; she is actively rebuilding, as a thought leader, the ecosystem in which equality, leadership, and protection can thrive.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 231 words used.

PROMO VIDEOS:

[World Female Ranger Week](#)

[How Many Elephants](#)

[Holly Budge](#)

MEDIA:

[Country & Town House – article published by Holly Budge](#)

[Selamta - Ethiopian Airways In-Flight Magazine](#)

[The Ethicalist -](#) article published by Holly Budge

[The Tourism Reset Podcast Interview](#) "Gender Equality In Conservation With Holly Budge"

TESTIMONIALS:

"Thank you for all you are doing to protect African elephants." **Sir David Attenborough**

"Holly Budge and her wildly successful campaign, World Female Ranger Week, gives recognition and voice to both the courage and outstanding conservation work undertaken by female rangers. Proof that gender equality knows no bounds. I'm proud to be an Ambassador and help champion Holly's efforts and these incredible female rangers." **Fiona Jeffery OBE, Founder of Just A Drop**

"Holly Budge works with nature, helps protect nature, and is a force of nature. She is unstoppable. World Female Ranger Week is not only a pioneering campaign in its subject matter but also in its creative approach." **Graham Fink, Founder of Fink Different.**

"Holly's beehive fence initiative in Tanzania is a perfect example of her deep commitment to finding sustainable solutions for human elephant coexistence. She has a gift for storytelling that brings critical conservation issues to the global stage. Her dedication and passion have inspired many people around the world to take a greater interest in wildlife conservation." **Sue Watt, Award-winning Travel and Conservation Journalist.**

Attachments/Videos/Links:

[Holly Budge](#)

[REDACTED FOR PUBLICATION]