



# **WILD WISDOM**

## **GLOBAL CHALLENGE**

### **REPORT 2022**



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## FROM THE DIRECTOR'S DESK

Young people today, thanks to technology and the internet, have the world at their fingertips. Think of what they could accomplish when empowered with knowledge!

WWF's Wild Wisdom Global Challenge gives young people around the world the opportunity to build valuable knowledge that drives green actions—all in a fun and interactive format. By racing against the clock, competing with peers, and interacting with students around the world, our WWGC participants are doing a lot more than quizzing—they are preparing for action for a sustainable future.

This year was our 15th edition of WWGC—and what an amazing experience it was! Participants got to step into the world of charismatic big cats and discover the importance of conserving these magnificent creatures. And what a response—a mind-boggling 1,50,000 students from 89 countries participated in WWGC 2022!

WWGC has evolved tremendously since its beginnings in 2008. From a quiz in a single state in India, it has turned into this global, interactive platform that brings together young planet ninjas from around the world. And we at WWF-India are so proud! A big thanks to ITZA Media Limited and our many valuable partners for their support in this landmark 15th Wild Wisdom Global Challenge.

And to my dear Wild Wisdom Champions, determined to build a greener world, I say—like a tiger, be fearless, and ROAR for the planet!

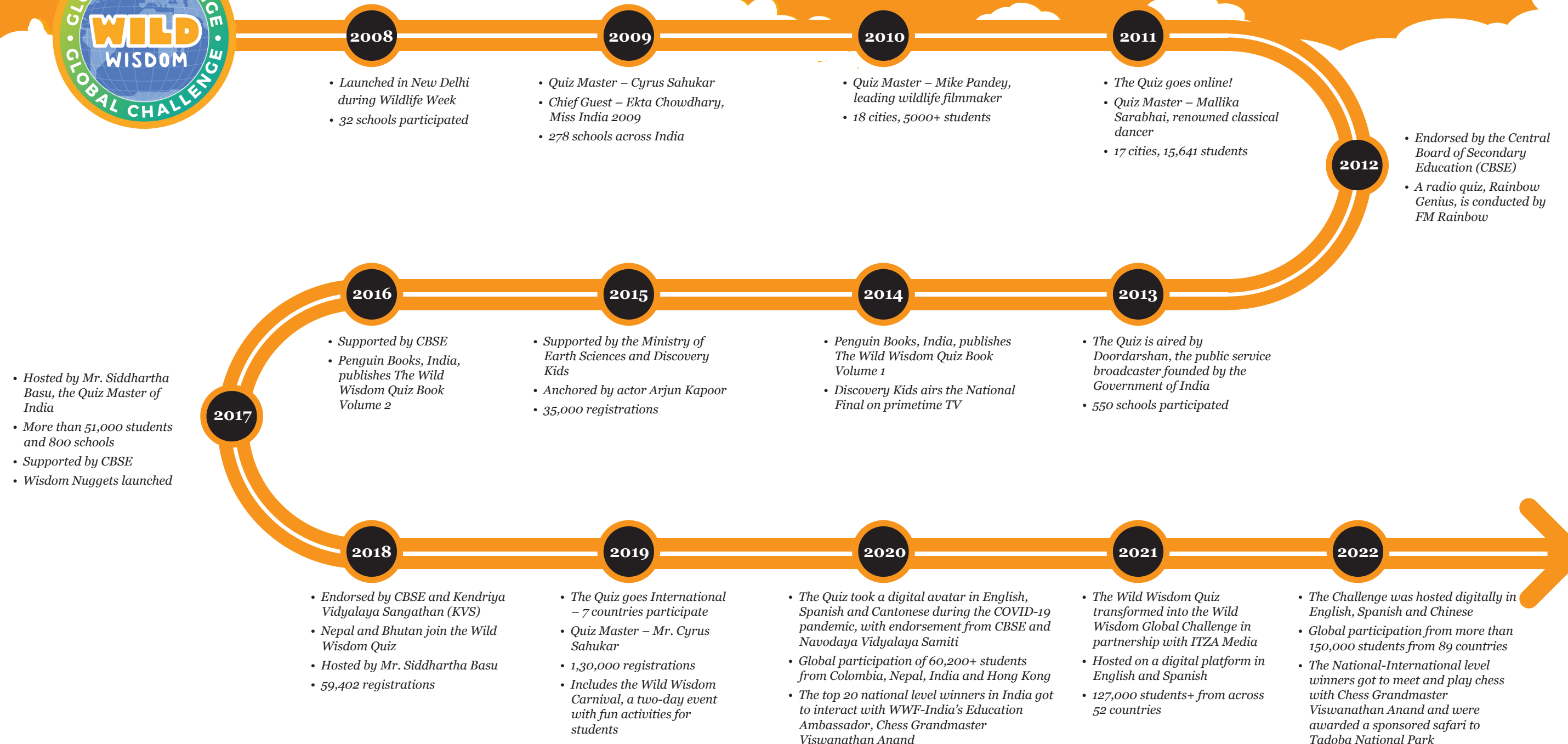
Radhika Suri  
Director, Environment Education

# INSPIRING CHILDREN FOR OVER 15 YEARS



Launched in 2008 in one state of India with just over a thousand student participants, the Wild Wisdom Quiz has grown over 15 years to engage over 700,000 children. This event is more than a quiz—it's the adventure of a lifetime and the biggest wildlife quiz ever conducted, with participants from around the world! Students from more than 5,000 schools and more than 89 locations across the world have explored and learnt about wildlife and the natural environment through this wonderfully interactive platform.

The Wild Wisdom Quiz has now grown to become a Global Challenge, witnessing participation from children from around the globe, and more importantly, influencing and inspiring enduring action for the planet.





# THE WILD WISDOM GLOBAL CHALLENGE 2022

The 2022 edition of the Wild Wisdom Global Challenge saw the competition open to children aged 10-14 along with school students from grades 6-9. Therefore, two parallel challenges were organised under the umbrella of the Wild Wisdom Global Challenge 2022—the School Challenge and the Individual Challenge.

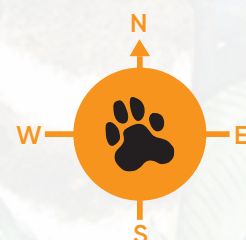
## THE THEME

Big cats are among the most easily recognised animals around the world. Lions, tigers, leopards, snow leopards, jaguars, cheetahs and lynxes—all are iconic species and apex predators in their ecosystems. Unfortunately, these awe-inspiring cat species are under threat as they are hunted for their fur and body parts. They lose their habitats due to human pressures, and come into conflict with people as their ranges shrink. This is why the theme of the Wild Wisdom Global Challenge 2022 was decided as Big Cats. In this 15th edition of the Challenge, we planned to stride into the world of well-known big cats from around the world.

The year 2022 was the Year of the Tiger, and also the year by which 13 tiger range countries in 2010 had committed to doubling the wild tiger numbers globally. With this in mind, the Challenge in India explored tigers in landscapes across the globe, their connections with species and the people around them, and the actions needed to grow their numbers in the wild. Participants were led to explore the following aspects of tigers:



Plants and animals  
in tiger habitats—  
the ecological balance



The geographical range  
and sub-species of tiger



The economic and  
cultural significance of  
tigers and their habitats



Tiger recovery and  
conservation



Tigers in art, spirituality  
and literature





## AROUND THE WORLD

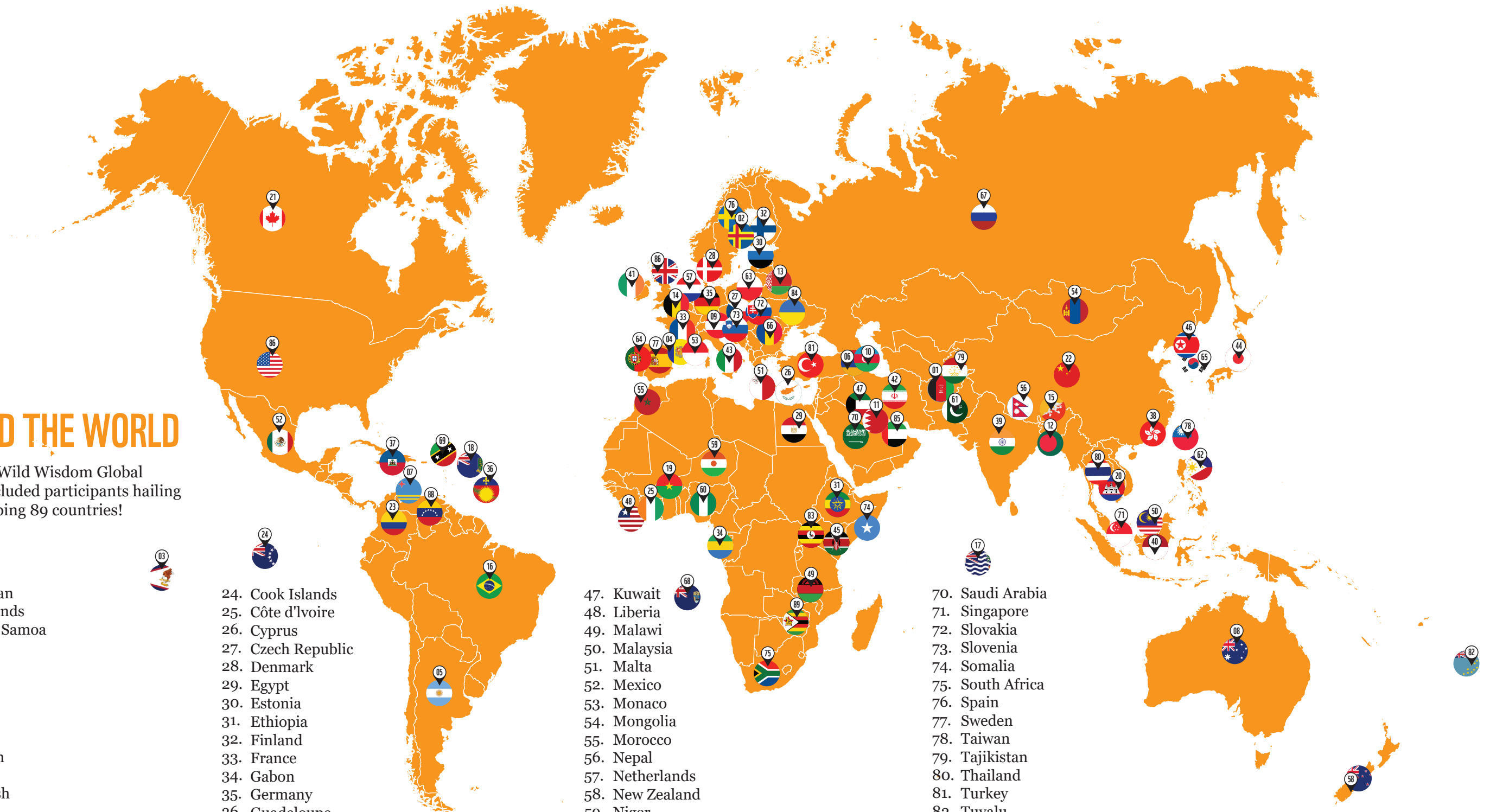
In 2022, the Wild Wisdom Global Challenge included participants hailing from a whopping 89 countries!

1. Afghanistan
2. Åland Islands
3. American Samoa
4. Andorra
5. Argentina
6. Armenia
7. Aruba
8. Australia
9. Austria
10. Azerbaijan
11. Bahrain
12. Bangladesh
13. Belarus
14. Belgium
15. Bhutan
16. Brazil
17. British Indian Ocean Territory
18. British Virgin Islands
19. Burkina Faso
20. Cambodia
21. Canada
22. China
23. Colombia

24. Cook Islands
25. Côte d'Ivoire
26. Cyprus
27. Czech Republic
28. Denmark
29. Egypt
30. Estonia
31. Ethiopia
32. Finland
33. France
34. Gabon
35. Germany
36. Guadeloupe
37. Haiti
38. Hong Kong
39. India
40. Indonesia
41. Ireland
42. Islamic Republic of Iran
43. Italy
44. Japan
45. Kenya
46. Korea

47. Kuwait
48. Liberia
49. Malawi
50. Malaysia
51. Malta
52. Mexico
53. Monaco
54. Mongolia
55. Morocco
56. Nepal
57. Netherlands
58. New Zealand
59. Niger
60. Nigeria
61. Pakistan
62. Philippines
63. Poland
64. Portugal
65. Republic of Korea
66. Romania
67. Russian Federation
68. Saint Helena
69. Saint Kitts and Nevis

70. Saudi Arabia
71. Singapore
72. Slovakia
73. Slovenia
74. Somalia
75. South Africa
76. Spain
77. Sweden
78. Taiwan
79. Tajikistan
80. Thailand
81. Turkey
82. Tuvalu
83. Uganda
84. Ukraine
85. United Arab Emirates
86. United Kingdom
87. United States
88. Venezuela
89. Zimbabwe





# GEAR UP

In the lead-up to the Wild Wisdom Global Challenge 2022, children were engaged on the theme of wildlife through various workshops, and sessions with experts.

## Tiger Trails with Treepie

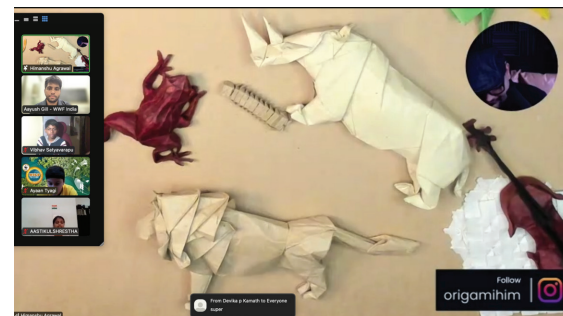


Tiger Trails with Treepie is a delightful travelling quiz series that makes its way to states across the country and invites Wild Wisdom Global Challenge participants to hop on! The quizzes were conducted every week as a part of the Gear Up phase of the Wild Wisdom Global Challenge 2022. Every week, a live quiz was hosted on Mentimeter, an online quizzing platform, for participants

in the states of Jammu and Kashmir, Punjab, Uttarakhand, Delhi NCR, West Bengal, Assam, Andhra Pradesh and Telangana, Karnataka, Tamil Nadu, Kerala, Madhya Pradesh, Maharashtra, Gujarat and Rajasthan. Nearly 2,000 students participated and the winners hopped off with exciting gift vouchers!

## Origami Workshop

Mr. Himanshu Agarwal, a global origami artist, conducted an origami session for the kids to teach them the art of paper folding. He taught them how to make small origami sculptures including a tiger. He also showcased his famous sculptures to students at the workshop. Mr. Agarwal was joined by a panel consisting of Wild Wisdom Champions of previous editions of the Challenge.



## Tiger Expedition: A Live Video Screening



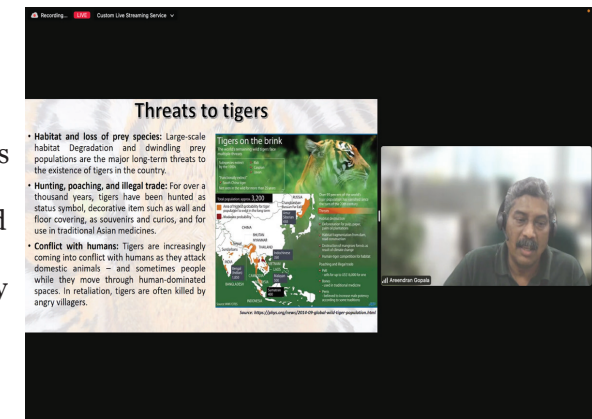
A documentary about tigers was screened to inspire the young participants to reflect on and act for the environment. The documentary was about a tiger who strayed into a village in the Sundarbans, causing much commotion before being tranquilized and released into the wild the next day. The documentary highlights how awareness and education are necessary to mitigate any human-animal conflict actively. After the screening,

the students participated in a Q&A session about the documentary and the Wild Wisdom Global Challenge.



## Tigerpedia

Tigerpedia sessions were conducted to educate students on tigers and the threats they face. Tigerpedia consists of fun expert talk sessions and workshops about tigers, where the experts share fun insights, stories and on-ground experiences of tigers. Several Tigerpedia sessions were conducted every month by WWF experts and specialists. These sessions were attended by around 8,000 students.



### 15 June 2022

Mr. Vishnu Omanakuttan, a conservation biologist at Wayanad Wildlife Sanctuary, shared tiger encounters and on-ground experiences that he and his team had.

- Registrations: 26; Attendees: 1212; Digital engagement: 478

### 1 July 2022

Dr. Arendran Gopala, Director of the Indira Gandhi Conservation Monitoring Centre (IGCMC) and IT at WWF-India, shared some interesting facts and information about tigers! He also played a little video clip of how camera trapping is done.

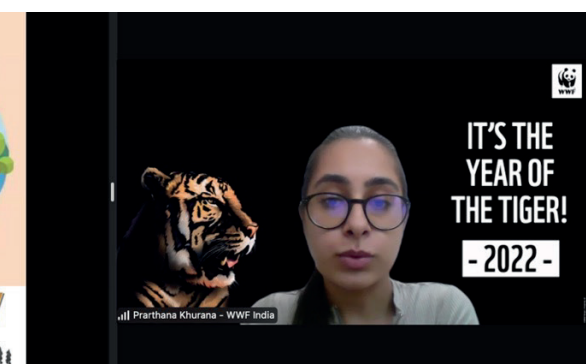
- Registrations: 632; Attendees: 312; Digital engagement: 537

### 2 and 16 September 2022

Our in-house expert conducted two training sessions about big cats and educated the children about the species and their characteristics.

- On 2 September – Registrations: 1430; Attendees: 500; Digital engagement: 634
- On 16 September – Registrations: 1100; Attendees: 500; Digital engagement: 789

## World Environment Day Celebrations



To celebrate World Environment Day with registered schools, WWF-India conducted a virtual session to educate the children on the importance of the Day and the theme for 2022—'Only One Earth'. A batch of 1,000 students attended the informative session.



# PARTNERSHIPS AND SPONSORS

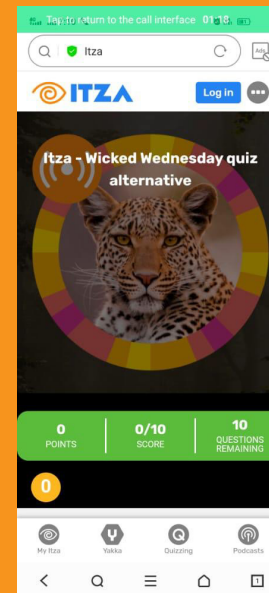
## PARTNER



ITZA is a youth-focused digital learning platform that empowers independent learning on themes of environmentalism, sustainability and cultural history. The platform provides high-quality content and interactive quizzes for students and teachers, and real-life rewards using their digital currency, Yakka.

ITZA developed the quizzing portal where WWGC participants could learn about big cats through fun and interactive quizzes and learning resources and compete online with peers from schools globally. The platform also hosted the various rounds of the Challenge.

Empowered by ITZA's support, the WWGC gave students the opportunity to take part in climate action for a chance to win grand prizes such as a virtual safari and Q&A with tiger expert Suyash, meetings with conservation experts, HarperCollins book collections and more!



## FINANCIAL SUPPORTER



EPAM Systems, Inc. is the foremost global digital transformation services provider. It helps make the future real for clients and communities around the world by powering better enterprise, education and health platforms that connect people, optimize experiences, and improve people's lives.

EPAM collaborated with WWF-India on the Wild Wisdom Global Challenge 2022 as the company is dedicated to achieving the Sustainable Development Goals and combating climate change. By providing children the opportunity to learn about biodiversity, they hope to inspire future generations to act against global warming. Through its support of WWGC, EPAM hopes to inspire more students to become climate action advocates and lead the fight against global warming.

## PRIZE SPONSOR



TI Cycles of India, an old supporter of WWGC, sponsored eight vouchers for the winners of the national-level rounds of WWGC.

# REGIONAL OUTREACH PARTNERS

## DELHI



Kendriya Vidyalaya Sangathan (KVS)



New Delhi Municipal Council (NDMC)



Amity Group of Schools

## NATIONAL ZOOLOGICAL PARK



## ASSAM



Vivekananda Kendra Shiksha Prasara Vibhag, Guwahati



Archdiocese of Guwahati



CBSE Regional Office, Guwahati



The Bhara Scouts and Guides North East Region



K.V.S. Regional Office, Guwahati



K.V.S. Regional Office, Tinsukia



K.V.S. Regional Office, Silchar

## MAHARASHTRA



Ryan International School



K.V.S. Regional Office, Mumbai

## TAMIL NADU, ANDHRA PRADESH & TELANGANA



Narayana Group of Schools

## KERALA



Bhartiya Vidya Bhavan, Kochi Kendra



K.V.S. Regional Office, Ernakulam



# THE CHALLENGE: ROUNDS AND WINNERS

The 2022 edition of the Wild Wisdom Global Challenge was dedicated to the iconic big cat, the tiger, and its conservation. In a first-ever global challenge of its kind, the Challenge was presented in a brand new and exciting avatar by having two parallel challenges organized under the umbrella of the Wild Wisdom Global Challenge 2022. The event was conducted virtually across the globe in various rounds and 150,000 students from 89 countries joined the challenge.

## INDIA

In India, the Challenge commenced with the successful registration of students on the digital platform. It comprised the following rounds:

## THE SCHOOL CHALLENGE

The School Challenge was set up to motivate the students of grades 6 to 9 to actively learn and earn points on the digital learning platform to climb up the leader board so that they may represent their school in the School Challenge. The Challenge was divided into multiple rounds of Zonal Round, National Round and International Round.

**Zonal Round (10–19 October 2022):** After a successful Gear Up phase with multiple practice quizzes, expert talks and engagement sessions, the Zonal Round was conducted from 10 to 18 October, with the live final quiz on **19 October**. Participants explored the learning resources on the digital learning portal and participated in multiple quizzes and challenges. The challengers earned YAKKA points throughout the Zonal Round, which were clubbed with the points they earned at the live final quiz on 19 October. The top performing school in each zone, represented by two children, were then selected to participate at the national level.

### WINNERS OF THE ZONAL ROUND, INDIA



**Siddhant Kaura**  
Amity International School,  
Haryana | North



**Chinmay Karwa**  
Amity International School,  
Haryana | North



**Tanisha Chakraborty**  
Chandpara Balika Vidyalaya,  
West Bengal | East



**Anuska Biswas**  
Chandpara Balika Vidyalaya,  
West Bengal | East



**Aadesh G.K.**  
Coimbatore Public School,  
Tamil Nadu | South



**Somanath K.**  
Coimbatore Public School,  
Tamil Nadu | South



**Gandharv Kashyap**  
Maria's Public School,  
Assam | North-East



**Kaustav Bezbor**  
Maria's Public School,  
Assam | North-East



**Dhruv Sainik Mane**  
Sanjay Ghodawat Int. School,  
Maharashtra | West



**Spandan S. Mirajkar**  
Sanjay Ghodawat Int. School,  
Maharashtra | West

**National Round (15 November 2022):** The zonal level winners comprising two students from the top schools of all five zones—East, West, North-East, South, and North—competed at the national level. The ten zonal level winners participated in the live National Round, which was conducted on Zoom. The National Round had five rounds of MCQs, buzzer rounds and other fun interactive rounds. The winning team of two participants represented their country at the international finale.

### WINNERS OF THE NATIONAL ROUND, INDIA



**Dhruv Sainik Mane**  
Maharashtra | West



**Spandan S. Mirajkar**  
Maharashtra | West



**Siddhant Kaura**  
Haryana | North



**Chinmay Karwa**  
Haryana | North



**Gandharv Kashyap**  
Assam | North- East



**Kaustav Bezbor**  
Assam | North- East



**Tanisha Chakraborty**  
West Bengal | East



**Anuska Biswas**  
West Bengal | East



**Aadesh G.K.**  
Tamil Nadu | South



**Somanath K.**  
Tamil Nadu | South



**International Round (9 December 2022):** The National Round winners competed at the global level during a live zoom session. All the six country winners represented their countries and the Quiz masters, Mr. Ajay Poonia and Ms. Chetna Singh Kaith took the participants on a fun challenging ride as they competed in a three-round challenge. There were special messages from WWF Leaders, CEOs and country representatives from across the globe. In an informative talk, Stuart Chapman shared his personal journey of Wild Cat Quest, where he spotted 27 species out of 40 cat species in the wild and ranked 9th globally. The winners of the International Round were recognised as the Wild Wisdom Global Challenge Champions



WILD WISDOM GLOBAL CHALLENGE CHAMPIONS OF 2022

<div><div>1</div></div> <div>Dhruv Sainik Mane Sanjay Ghodawat International School, India</div>	<div><div>1</div></div> <div>Spandan S. Mirajkar Sanjay Ghodawat International School, India</div>	<div><div>2</div></div> <div>Angie V. R. Solano Institución educativa La merced, Colombia</div>	<div><div>2</div></div> <div>Kenneth S. C. Castro Institución Educativa Técnica Musical Amina Melendro de Pulecio, Colombia</div>
<div><div>3</div></div> <div>Prayash Dhakal East Horizon English High School, Nepal</div>	<div><div>3</div></div> <div>Prashna Karki East Horizon English High School, Nepal</div>	<div><div>4</div></div> <div>Low Chin Fung, Sam Tin Shui Wai Methodist Primary School, Hong Kong</div>	<div><div>4</div></div> <div>Chiu Yan To, Angel Tin Shui Wai Methodist Primary School, Hong Kong</div>
<div><div>5</div></div> <div>Sofia Gascó Pla Agora Lledo International School, Spain</div>	<div><div>5</div></div> <div>Pablo Gómez Sanz Agora Lledo International School, Spain</div>	<div><div>6</div></div> <div>Siya Chhatralia Oasis Academy Shirley Park, United Kingdom</div>	<div><div>6</div></div> <div>Emily Robinson Oasis Academy Shirley Park, United Kingdom</div>

**Individual Challenge:** The Individual Challenge was set up to motivate students of grades 6 to 9 around the world to earn points through quizzes on the digital learning platform and compete. The Challenge lasted from 10–20 October and culminated in a live final held on 21 October on a global platform.

<div>FreshWhale5961</div> <div></div> <div>NEPAL</div>	<div>QuickBee6762</div> <div></div> <div>NEPAL</div>	<div>IceTurtle9230</div> <div></div> <div>NEPAL</div>
<div>FieryShark2644</div> <div></div> <div>NEPAL</div>	<div>NightLion4365</div> <div></div> <div>INDIA</div>	

PRIZES  
WINNERS OF THE VARIOUS ROUNDS WERE PRESENTED WITH VARIOUS EXCITING PRIZES.



<div>ZONAL WINNERS</div> <ul style="list-style-type: none"><li>• WWF Trophies</li><li>• Certificates</li><li>• Reusable Straws</li><li>• Books</li><li>• Sippers</li><li>• Colour Pencils</li><li>• Jute Tote Bags</li></ul>	<div>NATIONAL WINNERS</div> <ul style="list-style-type: none"><li>• WWF Trophies</li><li>• Certificates</li><li>• Backpacks</li><li>• Lapel Pins</li><li>• A Safari at Tadoba National Park</li><li>• Smart Watches</li></ul>	<div>INTERNATIONAL WINNERS</div> <ul style="list-style-type: none"><li>• WWF Trophies</li><li>• Certificates</li><li>• Vouchers for TI Cycles</li><li>• A Virtual Safari with Suyash Keshari for the winning school</li></ul>
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# SAFARI AT TADOBA NATIONAL PARK



The winners of the National and International Rounds won the opportunity to take a safari at Tadoba National Park, Maharashtra. From 17-19 January 2023, the winning duo and their families travelled to the National Park. En route to Tadoba, the group stopped at Baba Amte’s Anandwan in Chandrapur district of Maharashtra, where they saw the emu for the first time!

The most thrilling experience was at Tadoba, when the group sighted a tigress, famously known as Madhu, stride out of the tall grass towards the jeeps before disappearing into the forest again. The winners and their families found amazing biodiversity—a mongoose, sambar, spotted

deer, barking deer, langurs, crocodiles, wild boar, numerous birds such as red-naped ibis, white-eyed buzzard, paradise-flycatcher, Indian grey hornbill, and many more.

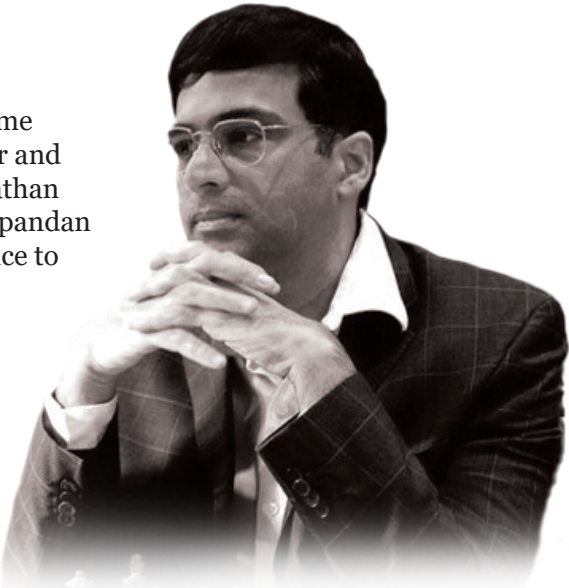
“The safari was fantastic; a marvellous adventure. This was the first time I had ever seen a tiger in the wild, and I was thrilled!”  
- Dhruv Sainik Mane

“We were so thrilled and grateful that we got to see a beautiful golden-coated tigress right in front of our jeep. What was also amazing was the search for the tigress through the unknown forest.”  
- Spandan Mirajkar

## A MEETING WITH VISWANATHAN ANAND



National-level winners from India received a once-in-a-lifetime opportunity to meet Viswanathan Anand, chess Grandmaster and WWF-India’s Environment Education Ambassador. Viswanathan Anand welcomed national toppers Dhruv Sainik Mane and Spandan Sandeep Mirajkar at his home, and the students got the chance to ask him a few interesting questions. Mr. Anand spoke of his chess journey, showed the students his awards and medals, and shared the story behind his nickname “the Tiger of Madras”. Dhruv, who loves chess, played a round of chess with Mr Anand and learnt a few interesting moves. Finally, the winners were awarded the trophies, certificates and vouchers from TI Cycles by the Grandmaster! This special occasion was covered by the media organisation Times of India, Chennai.



# TESTIMONIALS

With the 2022 edition of the Wild Wisdom Global Challenge proving a great hit, we couldn’t wait to hear what our partners had to say. Here is a glimpse!

“Edward Boddington, Chief Commercial Officer, ITZA  
It is a great honour for ITZA Media to be partnering with WWF on the Wild Wisdom Global Challenges. Over the past two years, almost 200,000 students in over 89 countries have participated, enjoying the compelling content and learning all about ‘The Four Imperatives and Tigers’; together with competing in the anytime and live quizzes. ITZA is looking forward to the 2023 Challenge, which will have new and exciting features.”

“Laurence Boyd, Head of Production, ITZA  
Everyone at ITZA loved working with the passionate WWF team to create resources to engage young people on the subject of Big Cats. Our team of content creators enjoyed the challenge of creating interactive learning experiences, editing the videos and creating the quizzes. We were so excited to see how many learners took part and particularly that so many of them joined the live quizzes. It was a great example of creative collaboration and we can't wait for the next WWGC.”

“Shamilka Samarasinha, Global Advisor ESG and Sustainability, EPAM  
EPAM is proud to have sponsored the WWF-India Wild Wisdom Global Challenge, an event that educated over 25,000 children in India on the importance of tiger conservation. We have a long-standing commitment to collaborating with organizations and events that align with our values, including environmental preservation. This event was no exception, and we were honoured to be a part of it. We are committed to aligning our efforts with the United Nations Sustainable Development Goals (UN SDGs) and this event is a testament to that commitment.”



# THE WAY FORWARD



Fifteen years of Wild Wisdom quizzes have seen students from India and around the world explore many different aspects—from our amazing planet and its ecosystems, to the soil that supports life, to awe-inspiring animals like big cats.

The tiger is easily recognised the world over. But this year's Wild Wisdom Global Challenge brought to light how much more there is to discover about this iconic species! Like the tiger, there are many species that are familiar to us and millions of species that we are yet to describe. It would be a pity if human pressures and climate change pushed them into extinction even before we've had the chance to know them.

Birds—familiar sights in our cities and wildernesses alike—have always fascinated children and wowed nature enthusiasts everywhere. But they aren't all alike! The Wild Wisdom Global Challenge 2023 will be an invitation to students around the world to look more closely at the birds in their backyards and beyond. Students will explore their lesser-known aspects and discover the many characteristics and adaptations that make birds the masters of earth, water, and sky.

With the theme 'Birds Around the World', the Wild Wisdom Global Challenge 2023 promises to be as exciting as ever with expert talks, weekly and monthly quizzes, interactive dashboards, and more. By encouraging children around the world to raise their voices for the Earth's tremendous diversity of birds, the Wild Wisdom Global Challenge will carry on its 15 year old legacy of connecting the world's children to the wonders of our planet.





Working to sustain the natural  
world for the benefit of people  
and wildlife.

together possible™

[wwfindia.org](http://wwfindia.org)

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