



**USAID**  
FROM THE AMERICAN PEOPLE

# Wildlife Friendly Enterprise Network: Case Studies of Conservation Enterprises at Work for Wildlife

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Julie Stein, Executive Director, WFEN  
March 18, 2020

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# THIS PRESENTATION

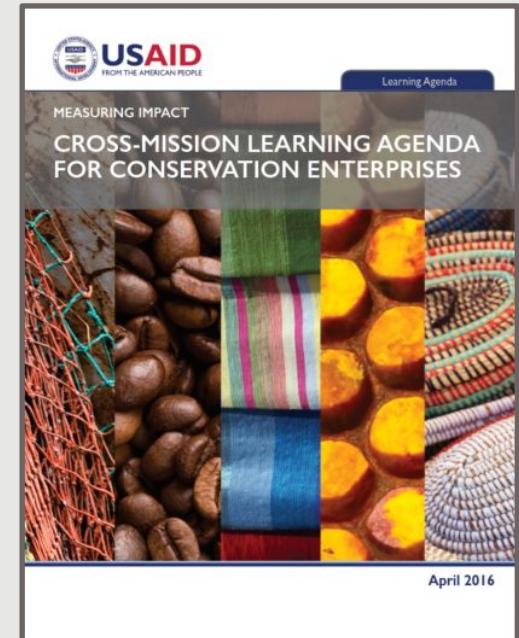
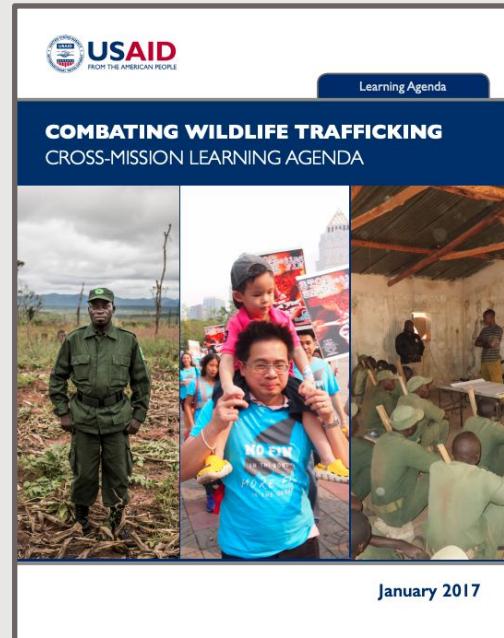
- Relevance to Combating Wildlife Trafficking and Conservation Enterprises learning groups
- Wildlife Friendly Enterprise Network: Overview & Case Studies
- Discussion



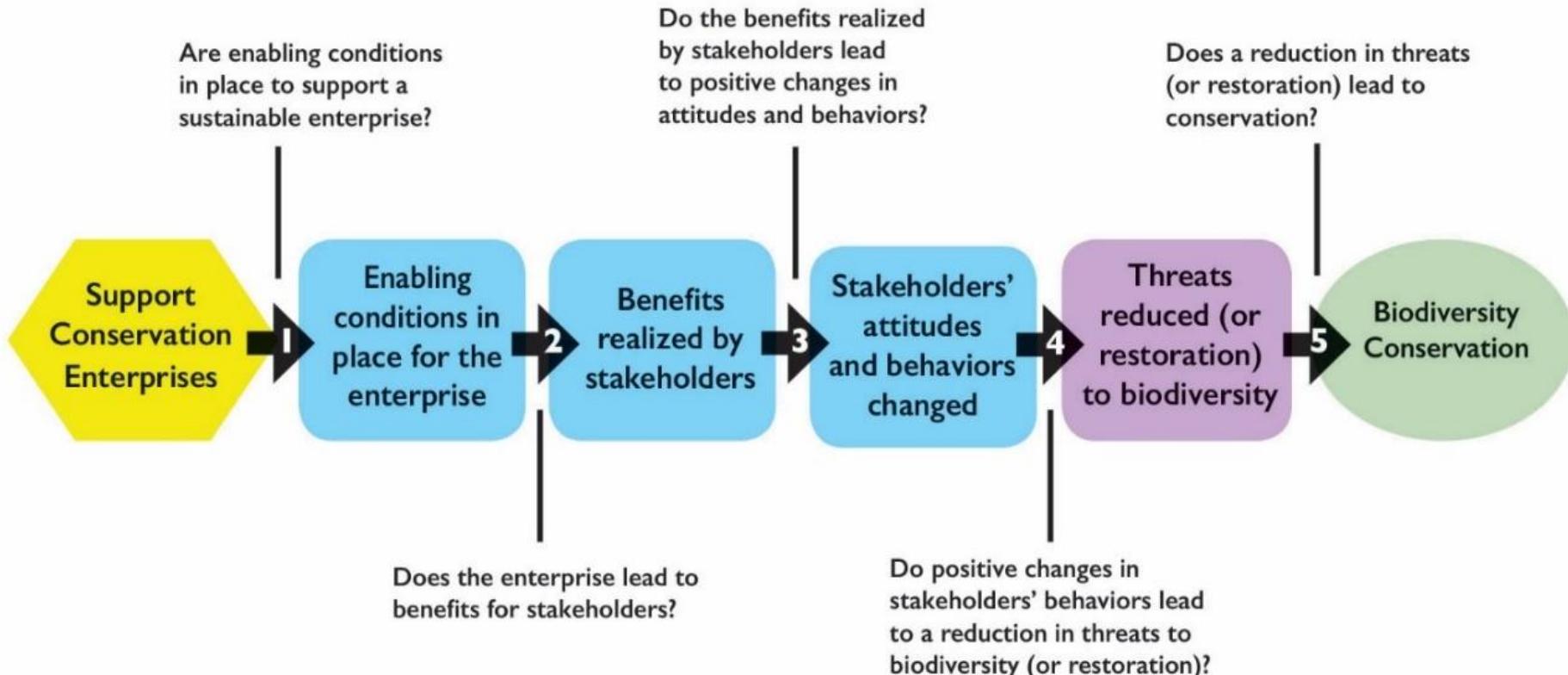
PHOTO: AMY POKEMPNER, WILDLIFE CONSERVATION SOCIETY (WCS)

# DEVELOPED LEARNING AGENDAS

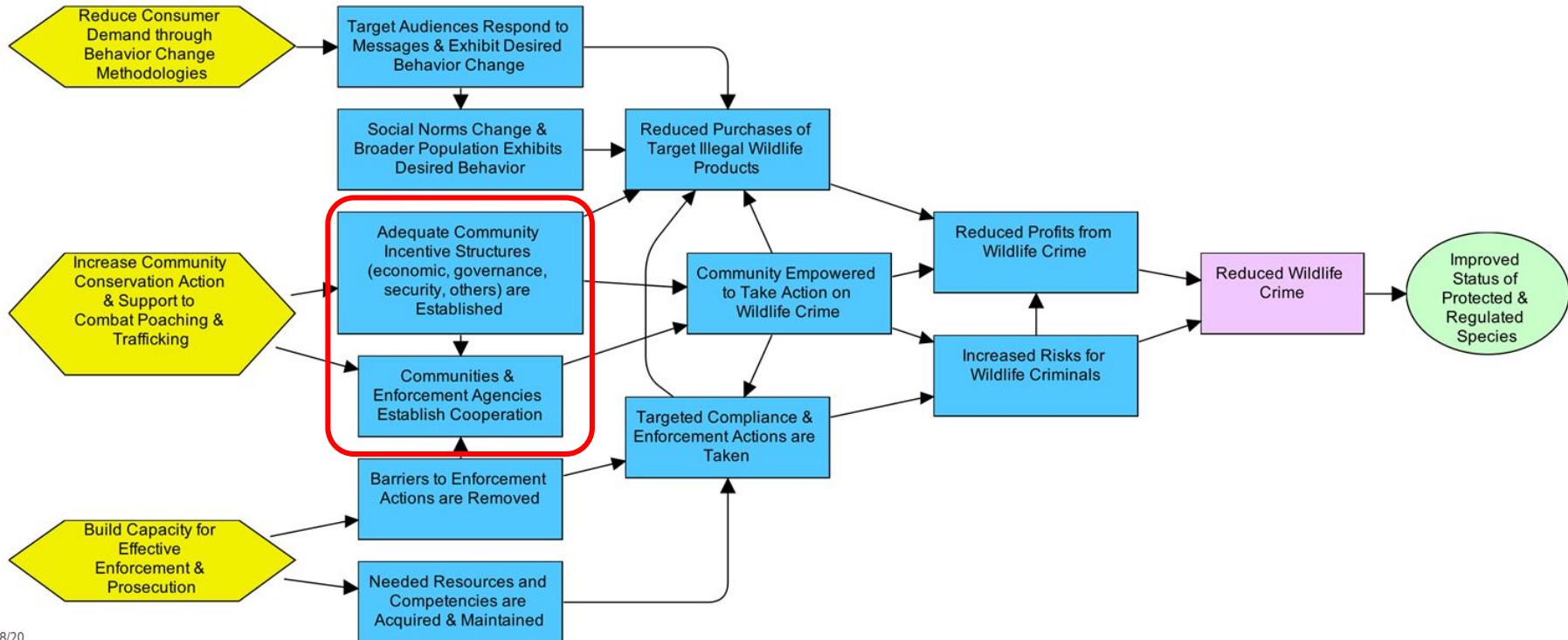
- **Defined:**
  - Conservation enterprises
  - CE theory of change
  - CWT theory of change
- **Outlined:**
  - Learning questions
  - Learning approaches
  - Activities



# USAID'S CONSERVATION ENTERPRISES THEORY OF CHANGE: Learning Questions Examine Assumptions in the TOC



# USAID'S COMBATING WILDLIFE TRAFFICKING THEORY OF CHANGE



# USAID's CWT LEARNING AGENDA QUESTIONS:

*Increase Community Conservation Action*

**Guiding question: What is best practice for community engagement on wildlife crime?**

- When are certain community incentive structures (economic, governance, security, others) more important relative to others?
- What are successful examples of community-government collaboration that have resulted in increased support for CWT?

# TODAY'S SPEAKER

**Julie Stein**

Wildlife Friendly Enterprise Network  
Executive Director and Co-Founder





**Envision** a world where wildlife & businesses not only coexist but thrive...

... where every certified product bridges the domestic & the wild, empowering consumers, communities & companies to be **catalysts** for change & conservation **heroes**.

This is the world of Certified Wildlife Friendly®



# Range of Certified Products & Services



## Specialty Food



## Personal Care



## Textiles, Fiber, Paper



## Sustainable Fashion



## Bio-Fuel



## Eco-Tourism



# The People Behind the Products



# Challenges & Opportunities



© QRIS

Agriculture + Consumerism

# Wildlife Friendly® Mind Map



keystone wildlife



supply



300,000+ livelihoods



best practices



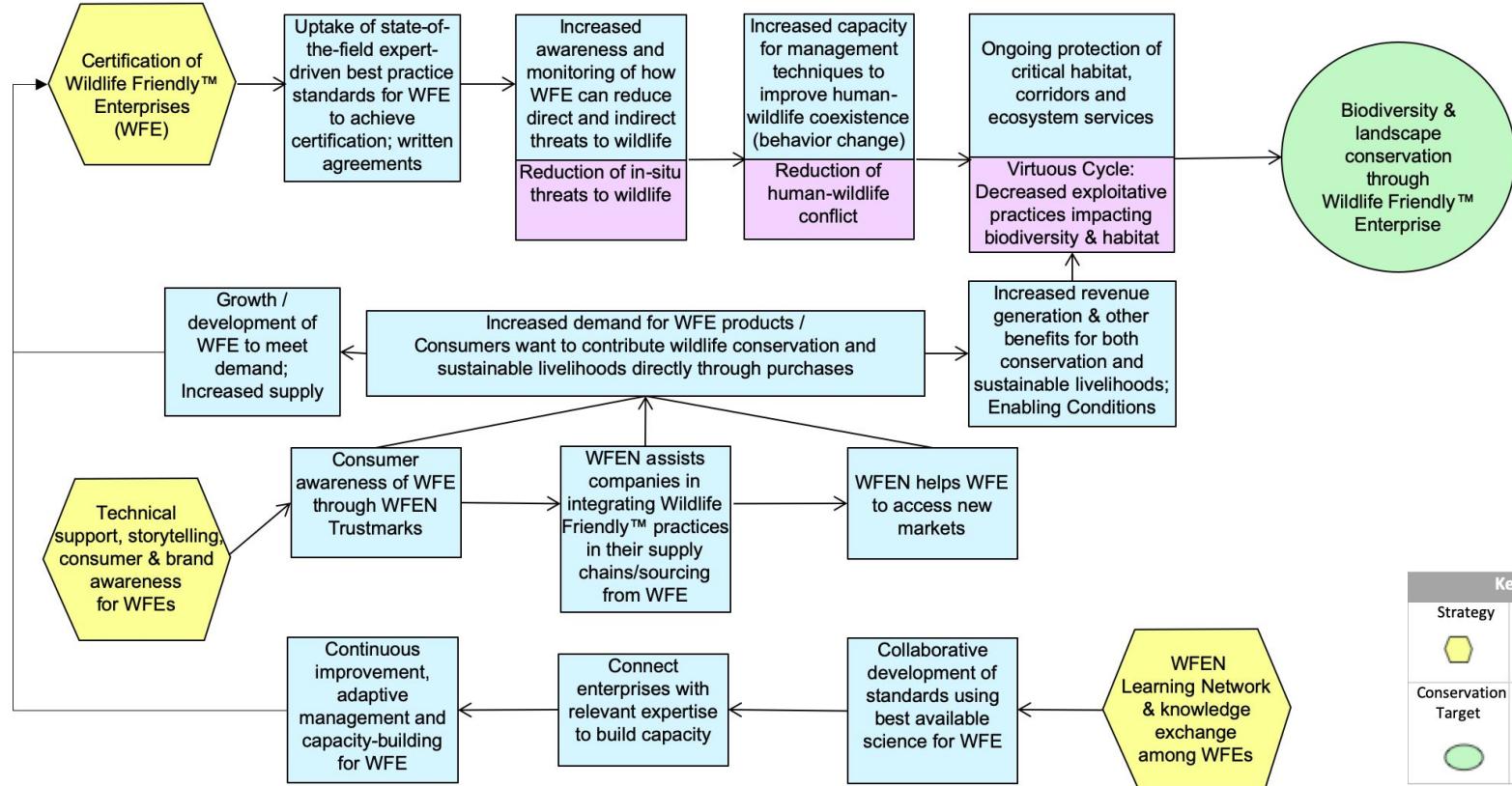
13+ million hectares  
diverse landscapes



demand



# The Wildlife Friendly Enterprise Network Theory of Change



# Patchy



Bushnell

(M) CEL084 64°F 17°C

# Permeable



# Predator Friendly™







# Standards for:



- Parks & Rangers
- Hotels & Lodges
- Tour Operators
- Drivers & Guides
- Travel Agents
- Certification Manual
- Policy & Guidelines
- Indicators
- Definitions
- Conservation Plan Templates
- Style Guide / Brand Manual
- Sustainability Plan
- Park Edge Products including illustrated guide



International Gorilla  
Conservation Programme

# Illustrated Guide for Park Edge Products Standards



**ASK NOT WHAT  
GORILLAS CAN DO FOR YOU,  
BUT WHAT YOU CAN DO  
FOR GORILLAS.**



Gorilla tourism can contribute to a green economy, providing benefits to people while protecting gorillas for generations to come. But gorilla tourism will only be truly sustainable if best practices are followed - and we all have a role to play.

**Gorilla Friendly™**, a new initiative underway, aims to recognize and reward tourism facilities and operators that do the right thing for gorillas and people through voluntary eco-labelling. Interested in learning more? If yes, write to [julie@wildlifefriendly.org](mailto:julie@wildlifefriendly.org).



Gorilla photography  
courtesy of Richard A. Muller.

Visiting gorillas? Go to  
**GORILLAFRIENDLY.ORG**





## Where are we headed from here?

### Certified Gorilla Friendly™ Activities Planned for 2020

- Every guide and tracker received the training in Feb 2020 w/ modules in English, French, Swahili, Kiswahili
- Updates to the [www.gorillafriendly.org](http://www.gorillafriendly.org) website functionality, including French language translation (2020), w/ other languages to follow
- IGCP internal audit team trained during this TAG by Anna Heaton
- Second sweep of Park Edge Product audits in Spring 2020
- First tourism audits of the four Gorilla Parks – Summer 2020



# Certified Elephant Friendly™ Tea



- Context
- Threats
- Scaling for impact

# Certified Sea Turtle Friendly™ Tourism



- Tourism enterprises with conservation partnerships or in-house expertise
- Benefits realized: consumer demand & willingness to pay for tourism eco-labels
- Attitude and behavior change: expert-driven standards → reducing tourism-linked threats & maximizing conservation outcomes
  - Species, habitat, and livelihoods components
- CWT: Anti-poaching enforcement/patrols, prohibited sale of key species and parts, and increased consumer awareness

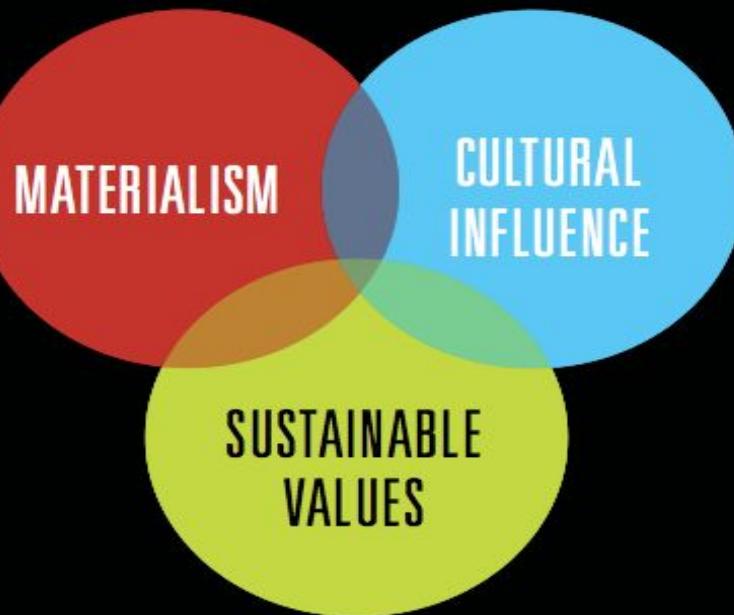


# Creating a Wildlife Friendly™ Fibershed in Argentina



© MAYDI

# The Rise of the Aspirational Consumer



## A FORCE FOR CHANGE

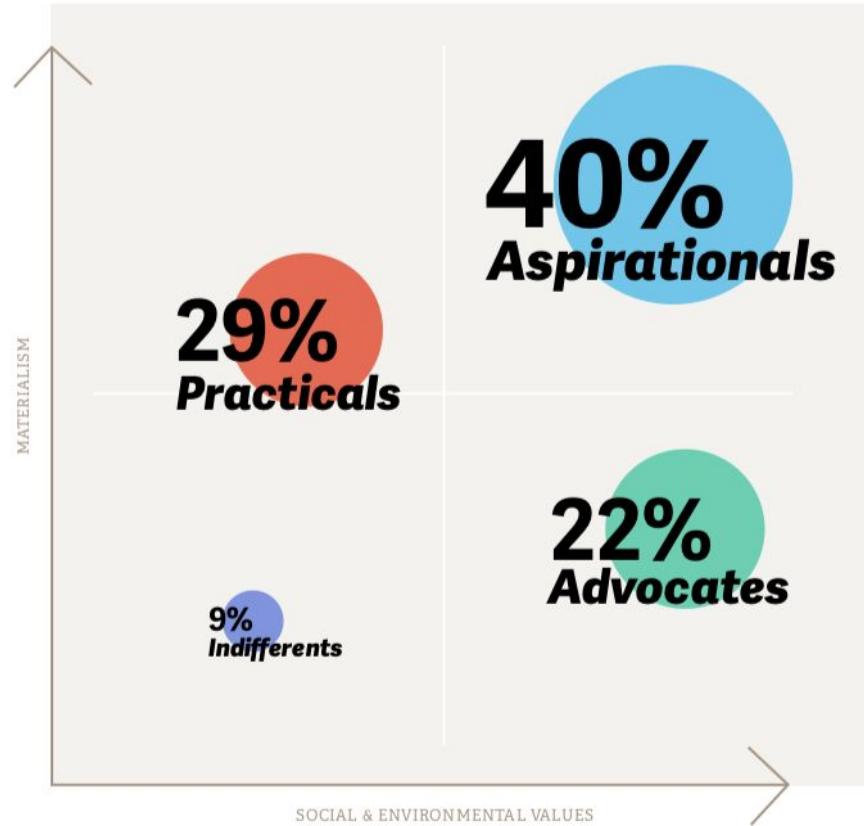
- ✚ Culture
- ✚ Materialism
- ✚ Sustainability

## ASPIRATIONALS SEGMENTATION

## Global Consumer Segmentation

The Aspirational segmentation explores the intersection of consumer needs, desires and shopping behaviors with social and environmental beliefs, values and priorities. The segmentation reveals a spectrum including highly committed Advocates (22% of consumers globally in 2016), style- and social status-seeking Aspirationals (40%), price- and performance-minded Practicals (29%) and the less engaged Indifferents (9%).

More than any other segment, Aspirationals are defined by their love of shopping, desire for responsible consumption and their trust in brands to act in the best interest of society. And, as the largest consumer segment globally, Aspirationals matter because they are the first to unite materialism, sustainability values and cultural influence, making them an essential audience to build markets, influence cultural norms and shape behavior change at scale.



## Global Presence



**21**  
COUNTRIES

**N=21,000**

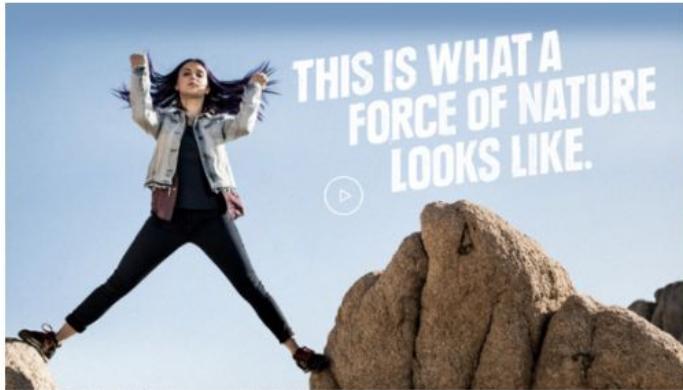
**40%–60%**  
ASPIRATIONALS

NIGERIA 58%  
INDIA 53%  
S. AFRICA 52%  
CHINA 52%  
INDONESIA 51%  
GHANA 49%  
PERU 49%  
KENYA 44%  
CANADA 42%  
BRAZIL 42%  
UK 41%  
RUSSIA 41%  
GREECE 40%

**14%–39%**  
ASPIRATIONALS

CHILE 39%  
SPAIN 37%  
USA 36%  
PAKISTAN 33%  
TURKEY 24%  
ARGENTINA 23%  
MEXICO 22%  
GERMANY 14%

# Aspirational versus Advocate Consumers



SOURCE: BBMG

REI'S NEW CAMPAIGN IS PUTTING WOMEN FRONT AND CENTER AS THE COMPANY IS TAKING A STAND FOR GENDER EQUITY AND MAKING "OUTSIDE THE LARGEST LEVEL PLAYING FIELD ON EARTH." PATAGONIA MEANWHILE HAS BEEN FIGHTING AGAINST THREATS TO OUR ENVIRONMENT INCLUDING A MASSIVE EFFORT AGAINST WHAT PATAGONIA CALLS DEADBEAT DAMS.

# The Wildlife Friendly™ Tribe



## Key Learnings for Brand Leaders

These Five Human Aspirations represent a profound cultural shift in the marketplace and a tremendous opportunity for brands.

**It's no longer about asking consumers to buy something. It's about inspiring them to be something by helping us reveal our best selves and realize a better world.**

It means honoring, respecting and engaging not just consumers, but human beings based on the deeper needs, hopes and aspirations that define who we are and what we want to be.

And it's about embodying a new set of cultural values that can shape a future with unprecedented possibilities and constraints. As Professor Dale Jamieson at New York University explains, "The virtues of cooperativeness, mindfulness, simplicity, temperance and respect for nature will not solve the problem of climate change on their own, but they will help us to live with meaning and grace in the world that we are creating."

At the end of the day, we believe that the greatest opportunity of our time is to leverage the power and scale of business to serve humanity, and harness the best of our humanity to reimagine the way we do business.

A new generation of Aspirationals is leading the way.



FIVE HUMAN ASPIRATIONS 52

SOURCE: BBMG

### A CLOSER LOOK AT KEY ISSUES

## Top Issues

Today, global consumers are increasingly aware of their interdependent relationship with the environment. From access to clean water and fresh air to the depletion of natural resources to the impacts of extreme weather, environmental issues are now part of people's daily lives.

Indeed, nine-in-ten Aspirationals consumers rank "pollution and the environment" as the most serious problem facing the world today (91%), followed by corruption (89%), extreme poverty (88%), human rights abuses (88%), terrorism (87%) and the gap between the rich and poor (87%).

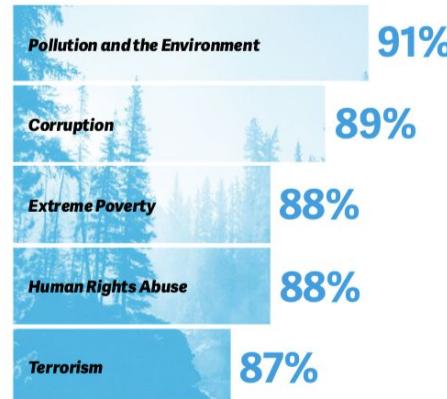
As a consequence of increased awareness of environmental concerns, nearly nine-in-ten Aspirationals (89%) believe that "it is necessary to take steps to reduce the impact of human activities thought to cause climate change," including 54 percent who say it is necessary to "take major steps very soon."

Aspirationals also believe that companies must play a role in addressing environmental concerns, with nearly seven-in-ten (70%) saying companies should be held responsible for "ensuring their products and operations do not harm the environment."

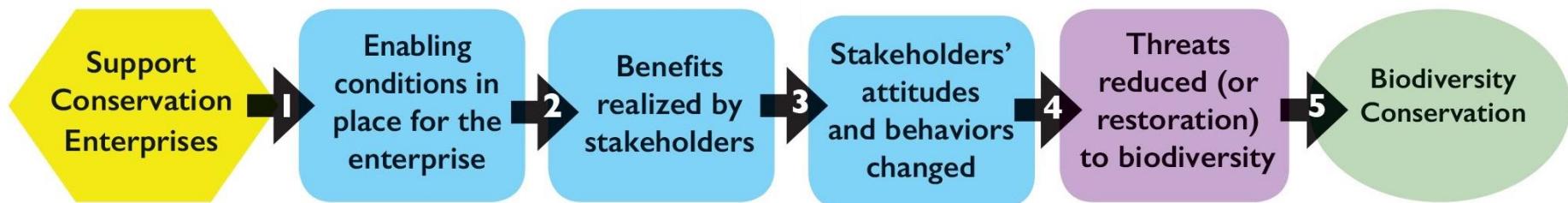
The complexity of environmental issues and impacts reveals an innate tension for Aspirationals, as they seek to balance their own needs and desires for consumption with the recognition that people and businesses alike must take positive action to reduce environmental harm.

In the face of this new reality, Aspirationals are looking to join forces with brands to be more responsible stewards of the planet together.

### TOP ISSUES FOR ASPIRATIONALS



# Wildlife Friendly Enterprise Networks' links to USAID's Conservation Enterprise theory of change



# Thank you!

 Julie@wildlifefriendly.org

 @wildlifefriendly



# QUESTIONS & ANSWERS



PHOTO: PALLAVI DHAKAL / WWF NEPAL

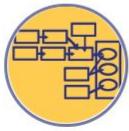


## Conservation Enterprises

Conservation enterprises approaches are defined by a development hypothesis (theory of change) that if income is increased through conservation enterprises, then participants will discontinue environmentally unsustainable activities, leading to reductions to threats to the environment.

Over the past two decades, conservation enterprise approaches have been used extensively in USAID biodiversity programming. Yet, little information has been collected in a systematic way to test key assumptions regarding the effectiveness of these approaches. This group can gain a deeper understanding of the effectiveness of conservation enterprises by exploring a set of shared learning questions focused on the theory of change. Explore the [Conservation Enterprise Learning Agenda](#).

### What You Can Do Here



See What We've Learned



Read the Latest Research



Ask the Group



Meet Other Members



Attend a



Home



USAID has a long history of support for efforts to combat wildlife trafficking (CWT). These efforts are currently being prioritized due to a dramatic increase in the volume and scope of the threat in recent years and the February 9th, 2017 Executive Order on enforcing federal law with respect to transnational criminal organizations and preventing international trafficking.

Among the many strategic approaches employed by USAID to combat wildlife trafficking and outlined in the Agency's [Measuring Efforts to Combat Wildlife Crime Toolkit](#), USAID's Forestry and Biodiversity Office chose three for special attention for the CWT Learning Group based on their frequency in USAID programming: (a) reducing consumer demand through behavior change methodologies, (b) building capacity for effective enforcement and prosecution, and (c) increasing community conservation action and support to combat wildlife trafficking. These three strategic approaches are defined by development hypotheses (theories of change), as well as a combined hypothesis that, if implemented, these strategic approaches will increase the risks for wildlife criminals and reduce profits from wildlife trafficking, which will then reduce overall wildlife crime, leading to improved conservation results.

While used across many countries, there is often little supporting information available to practitioners regarding the effectiveness of these approaches or the validity of key assumptions. As USAID begins or ramps up efforts, there is an important opportunity for this Learning Group to support cross-mission collaboration to capitalize on previous experiences, share the latest information, and build the evidence base for these approaches.



DEMAND REDUCTION  
CASE STUDIES



Combating Wildlife Trafficking  
CASE STUDY COMPILATION

# THANK YOU!

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<https://rmportal.net/conservation-enterprises>

