



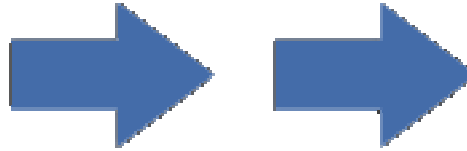
**Conservation Enterprise
What Works, Where and for Whom?**

**April 29, 2010
ZSL Symposium, London**

Daudi Sumba and Joanna Elliott

Conservation Enterprise

‘A commercial activity that generates economic benefits in a way that supports attainment of a conservation objective’



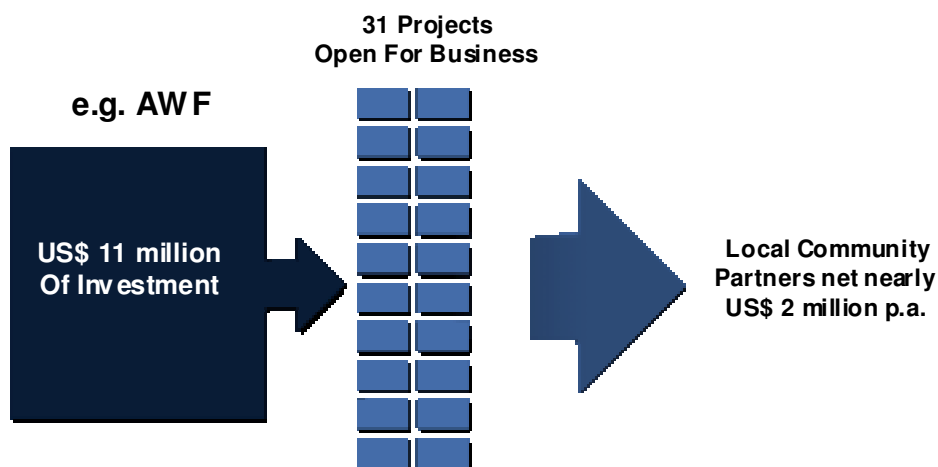
Single ventures e.g. tourism

**Value chain
e.g. Good Wood, coffee,
livestock revolving debt**

What impact has conservation enterprise had on livelihoods and poverty?

Well documented evidence of impacts on income and employment...

Less well documented evidence of impact on poverty levels...



WWF evidence:

- Enterprise combined with other strategies and designed to target poor
- Value chain interventions, e.g. Good Woods project, can target poor

Other evidence

- Namibia, South Africa

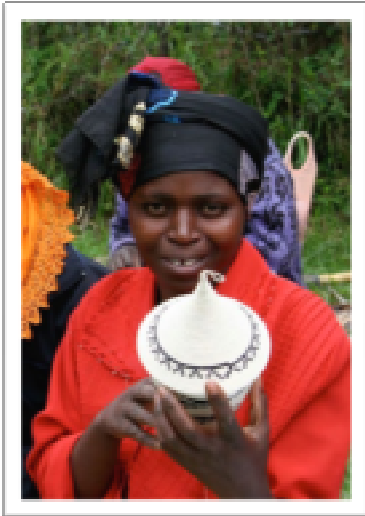
.... and of other benefits, e.g. improved security, rangeland quality, livelihood diversification

Leading to conservation gains through changes in land use, methods, incentives

Need for more testing, sharing and dissemination of cost-effective impact assessment methods, and results over a longer period of time.

Which groups of poor people benefit?

‘Oxfam recognises that enterprise development might not suit the poorest of the poor and people in very vulnerable conditions who should benefit from approaches that ensure their food security through emergency response (i.e. cash transfers, cash for work) and or social protection measures. However, in our experience enterprises run by or involving poor people do create opportunities for poorer people.’



Individual ventures can target poor groups, e.g. women



Value chain interventions can target poor producers

BUT:

- 1) Most conservation enterprise designed to target conservation objectives NOT poverty reduction
- 2) Challenges in delivering livelihood gains e.g. over-promising, elite capture
- 3) Challenge of linking livelihood gains to conservation goals if don't know who poor are

What types of enterprises work best to link local livelihood and conservation gains?

Livestock in Samburu



- \$350,000 10-year loan to OPC at 4% p.a.
- Seeds set up of \$1 million revolving livestock debt facility for wide area
- Conditional livestock purchases at a premium price with conservation code of practice
- OPC fattens and markets conservation beef
- Pastoralist incomes increased by \$8 million over 10 years

Value chain interventions work:

- 1 At scale
- 2 Focused on high value products
- 3 With sound conservation logic

River trade in Congo



- Re-open post-war river trade to reduce pressure on forests
- Pre-financing supplied for boat operator to transport 530 tonnes of crops 1,500 km to market
- Reduce boat operator risks by guaranteeing costs covered
- Thousands of families return to agriculture from forest extraction
- AWF and partners provide extension services to reactivate agriculture in community areas

What types of enterprises work best to link local livelihood and conservation gains?

Six characteristics of an enterprise that is likely to work well



1. **Commercial success**
 - Huge progress; e.g. due diligence
2. **Right private sector partner**
3. **Sound community partner with appropriate governance in place**
 - Rarely fully satisfied; must be understood, can be supported
4. **Contractual community ownership and enforcement of benefit streams**
 - Can only be done for measurable benefits; e.g. security?
5. **Transparent intra-community benefit sharing arrangements**
 - Biggest challenge
6. **Clear conservation logic**

Enabling government policy environment critical

What are the limits/challenges to using conservation enterprise as a strategy?

AWF Questions for Symposium

Symposium
Questions for
this Paper



- Is reducing poverty necessary to bring about sustainable conservation?
 - Yes, just as conservation is necessary for sustainable poverty reduction...
- Should conservation organisations design poverty reduction projects if they work in areas of high poverty?
 - Or is that best done by government/ development NGOs
- Do livelihood gains from conservation enterprises reduce poverty?
 - Often assumed to do so, rather than measured
- How well do conservation organisations understand livelihoods-conservation linkages?
 - Improving... but not well enough?

What biodiversity can best/cannot be conserved through this approach?

- **Evidence shows it can improve land/resource management and help conserve certain species**
 - Nearly 200,000 acres of community land 'secured' for conservation through AWF tourism enterprises
 - Livestock debt work helps keep 3 million acres of pastoralist land under improved management
 - High value tourism species e.g. mountain gorilla
 - Approach however cannot conserve low economic value biodiversity