



Sustainable Economic Activities in TFCAs – A NGO perspective with a business edge

Presentation AHEAD Meeting 2011

Harry van der Linde

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This Presentation

**Provides examples of AWF's work directed
at sustainable livelihoods and economic
growth within a conservation context:**

- **AWF programmatic context**
- **Examples from the GL TFCA**
- **Some Lessons Learned**



African Wildlife Foundation (AWF)

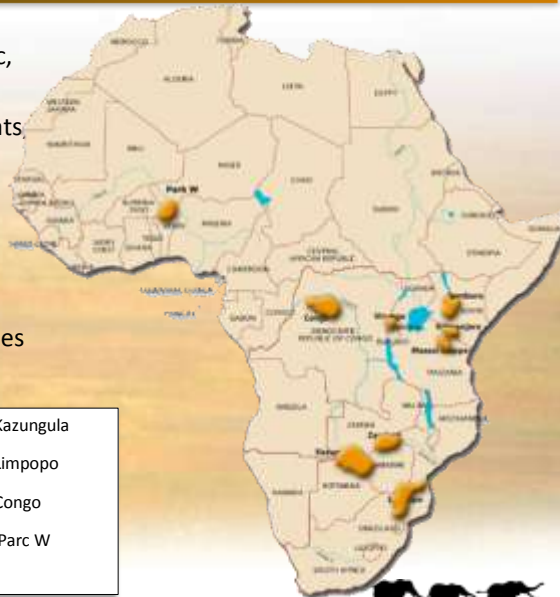
- International Conservation NGO; Headquarters in Nairobi, Kenya
- Founded in 1961, in support of African capacity for conservation
- Mission - Work together with the people of Africa to ensure that wildlife and wild lands of Africa endure forever
- Late 90-ties consolidated decades of work into the **African Heartlands Programme – a single integrated approach**



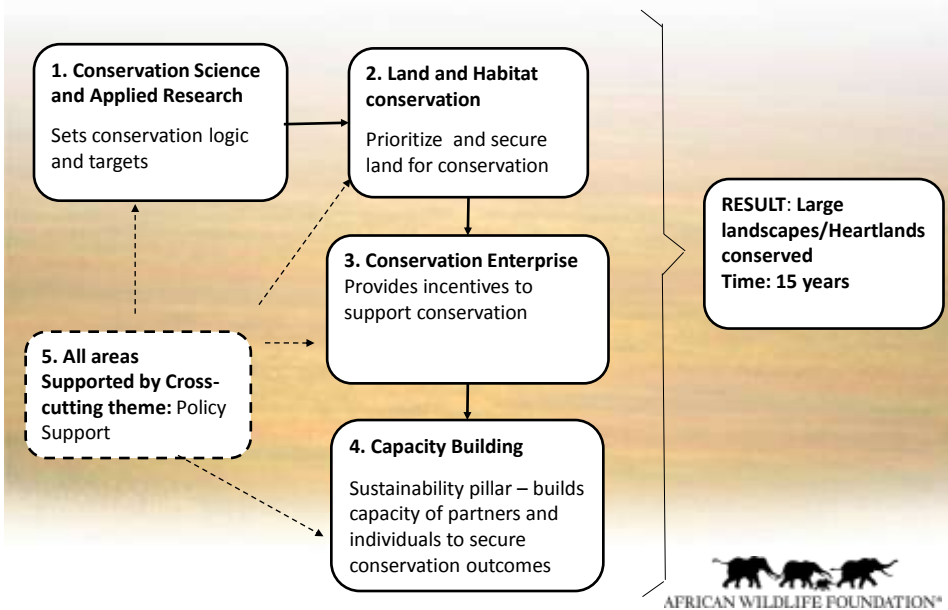
AWF African Heartland Programme

- Large landscapes with public, private and communal land
- Conservation targets: habitats, species, ecological services
- Applying an Integrated Landscape Conservation Approach
- In partnership
- Now 9 HLs across 14 countries

- | | |
|------------------|--------------|
| 1. Maasai Steppe | 6. Kazungula |
| 2. Kilimanjaro | 7. Limpopo |
| 3. Samburu | 8. Congo |
| 4. Virunga | 9. Parc W |
| 5. Zambezi | |



Five Main Intervention Approaches



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. coffee, livestock, honey



Goals of AWF's Enterprise Work

- Create viable economic alternatives and incentives to conserve.
- Create jobs, increase household and community incomes, increases purchasing power and food security at household levels.
- Clearly contributes to a conservation target.

Dependent on a rigorous set of business planning tools to ensure adequate markets exist and adequate benefits will be generated



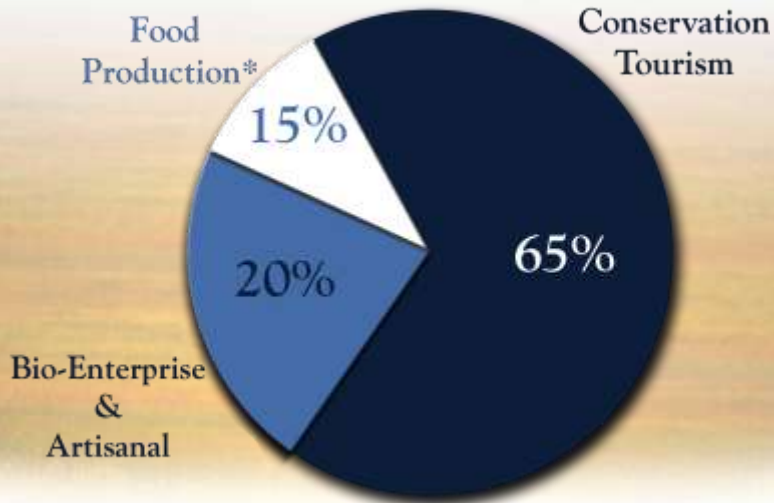
MILESTONES



PROCESSES



CONSERVATION ENTERPRISE- **SECTORAL ENGAGEMENT**

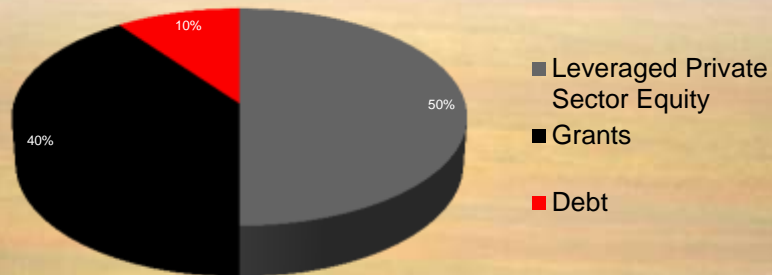


**But typical project scale much larger*

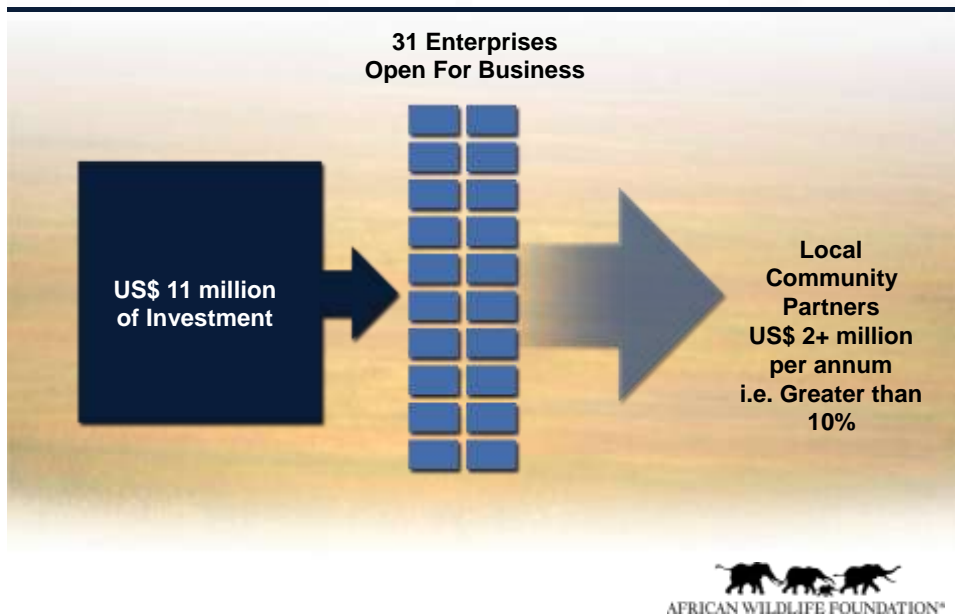


CONSERVATION ENTERPRISE - **INVESTMENT DYNAMICS**

US\$ 22 million total investment in 29 projects either under development (post contract) or open for business



Enterprise Returns



Some GLTFCA examples



- Banhine NP,
Mozambique
- Cubo Community
Conservancy,
Mozambique
- Pafuri camp,
Makuleke, KNP,
South Africa

Banhine NP, Mozambique



- Important landscapes and diverse birdlife
- However, hardly any big charismatic species
- So a limited “product for sale”




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Banhine NP - Tented Camp




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Banhine NP, Mozambique



- Socio-economic survey
- Adding other angles – dry-land agriculture and co-management of natural resources




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Cubo Community Conservancy



- In complex of Limpopo NP, Massingir dam and surrounding areas
- 7 year involvement
- Changing priorities and “plan”




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Pafuri Camp, Makuleke area, KNP

- High-end lodge
- Major investment
- Long-term agreement



- Job creation
- Capacity building
- Profit sharing



Some lessons learned

- We don't have all the answers but have learned a lot the past few years
- Role for NGOs
 - Supporting communities in becoming equal partners
 - Honest facilitator and broker for partnerships between private sector and communities for conservation enterprises
- Requires in-house expertise, with tools and processes as to be able to provide services needed
- Sound conservation logic and structure for success, including "quid pro quos"
- Triple-bottom line due diligence and criteria for success – commercial success; conservation impact; and livelihood impact - leading to triple sustainability, including benefit sharing



Some lessons learned - continued

- Short-cuts will undermine bottom line and sustainability
- Product diversification is key
- As is bringing it to scale
- Longer-term commitment from all parties involved
 - Planning
 - Investment wise
- Does make good livelihood, business and conservation sense for what reason



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The Place of Debt and Private Equity in Conservation Enterprise



And one last question

In the context of the GL TFCA, and sustainable development:

Is the sum more than its parts?

Is there a GL TFCA “master plan” for socio-economic development within a conservation framework?



Thank You



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