Conservation Enterprises Impact Lab 2022

Group Final Session

August 23, 2022 9:00–10:30 a.m. EDT

Kick-off Agenda



Conservation Enterprises Impact Lab

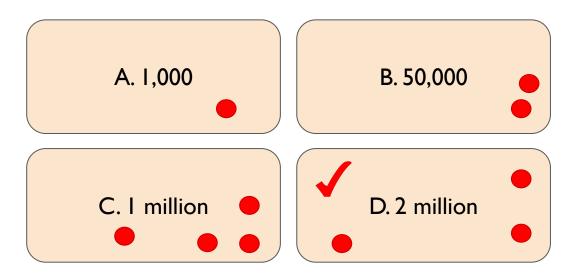
• Welcome and Do Now (10 mins)

- Objectives and Session Agenda (5 mins)
- Team Lightning Talks (20 mins)
- Tool Sharing and Gallery Walk (55 mins)
- Next Steps (5 mins)

Welcome and Do Now

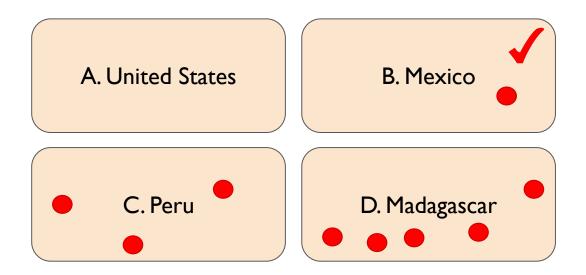
> Conservation Enterprises Impact Lab

How many flowers must honeybees pollinate to make one pound of honey?



Welcome and Do Now

Conservation Enterprises Impact Lab Which country was the first to cultivate vanilla?



Final Session Agenda



Conservation Enterprises Impact Lab

- Welcome and Do Now (10 mins)
- Objectives and Session Agenda (5 mins)
- Team Lightning Talks (20 mins)
- Tool Sharing and Gallery Walk (55 mins)
- Next Steps (5 mins)

Final Session Objectives

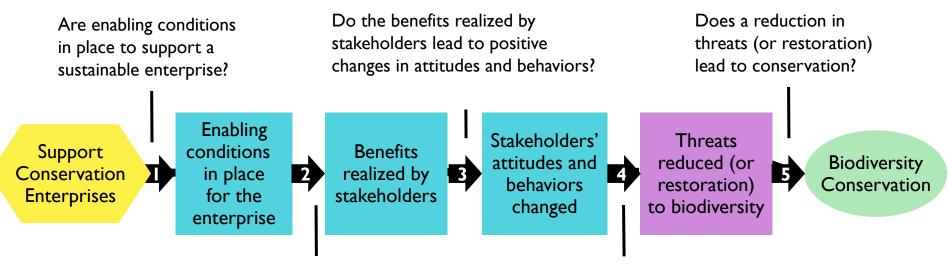
Impact Lab



We will:

- Share your theories of change for conservation enterprises from your posters and key lessons.
- Share tools and approaches for measuring enabling conditions, stakeholder benefits, and conservation attitudes and behaviors.
- Inspire and motivate continued measuring and sharing of the impact of your CE approaches in the future.

Conservation Enterprises Theory of Change



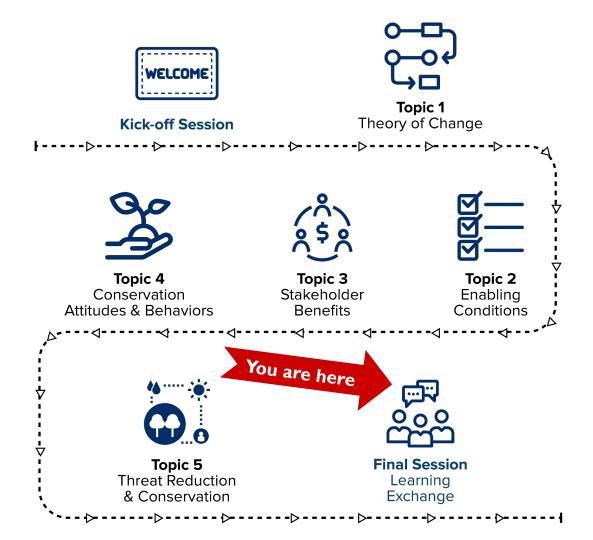
Does the enterprise lead to benefits for stakeholders?

Do positive changes in stakeholders' behaviors lead to a reduction in threats to biodiversity (or restoration)?

Journey Map



Conservation Enterprises Impact Lab



Final Session Agenda



Conservation Enterprises Impact Lab

- Welcome and Do Now (10 mins)
- Objectives and Session Agenda (5 mins)
- Team Lightning Talks (2-3 min each = 20 mins)
- Tool Sharing and Gallery Walk (55 mins)
- Next Steps (5 mins)



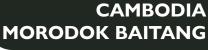
Enterprise Types

- IBIS Rice
- Organic cashew nut
- Vegetables

Other value chains may be included later (e.g., turmeric, banana).

Strengthening the value chain for wildlife-friendly agriculture.

USAID: Sothira Seng; SMP: Socheat Keo; Tetra Tech: Vaneska Litz, Thuy Seng, and Leang Song Chhem





Conservation Enterprise Approach

Through a market systems approach, the USAID Morodok Baitang supports 22 villages to produce wildlife-friendly organic rice and other products by improving production, supporting certification compliance monitoring, and removing barriers to investment.

THEORY OF CHANGE

Support Conservation Enterprises

Enabling Conditions in Place for Enterprises



Benefits Realized by Stakeholders

Stakeholders' Attitudes and **Behaviors Changed**

ASSUMPTION

Threat Reduction or Restoration

ASSUMPTION

with conservation agreements, there are less incidents of wildlife hunting, snaring, deforestation, and forest degradation in areas of high biodiversity value.

WHAT IS MEASURED & HOW Partners track SMART reports on the incidents of wildlife hunting and land clearing; and reported activitie

KEY LESSONS

Increased government enforcement of protected areas is needed to support threat reductions.

Biodiversity Conservation

As a result of reduced threats, the

biophysical condition of critical

habitat for the Giant ibis & other

threatened and endangered wildlife

ACTIVITIES

Partners support village marketing networks (VMNs) to transition production from conventional commodities to wildlife-friendly products with premium prices and a community-owned compliance system. They also engage lead firms and investors to increase the market viability of these products.

ASSUMPTION As a result of support for

enterprises, VMN members have land registered for production, capacity to produce wildlifefriendly products: strong market demand for their products; and conservation agreements in place and the capacity to monitor and enforce them.

WHAT IS MEASURED & HOW Partners track land registration uptake of production practices

KEY LESSONS

Because the government does not formally recognize land rights, land insecurity may inhibit investment and benefits from enterprises.

ASSUMPTION As a result of participating in enterprises. VMN members have

increased household income from products and REDD+ and potential health benefits from less exposure to harmful chemicals.

WHAT IS MEASURED & HOW

Partners conduct household surveys to assess income and other benefits

KEY LESSONS

At some sites, there is low participation in wildlife-friendly agriculture because farmers perceive food security risks of converting from non-organic cash crods.

organic farming principles that include no forest encroachment. illegal hunting of wildlife, or chemical use in agriculture production.

As a result of enterprise benefits,

VMN members comply with

conservation agreements and

WHAT IS MEASURED & HOW

KEY LESSONS Additional income from a diversity of

products and REDD+ may increase farmers incentives to comply

As a result of VMN compliance

WHAT IS MEASURED & HOW

ASSUMPTION

is improved.

iomonitoring data.

KEY LESSONS

2020 Impact evaluation¹ showed deforestation reduced by up to 75 percent in areas were IBIS Rice is currently cultivated.

1 (1) Clements, T, Neang, M, et al. (2020). Measuring impacts of conservation interventions on human wellbeing and the environ ment in Northern Cambodia. 3ie Impact Evaluation Report 106 New Delhis International Initiative for Impact Evaluation (3ie). DOI: 10.23846/DPW1IE106

CAMBODIA USAID Morodok Baitang



KEY LESSONS

Past experience shows IBIS farmers receive premium prices.

- Price higher (50 percent on average) of organic rice compare to market price.
- IBIS Rice members/farmers must comply with organic production and wildlife conservation.
- Market demand for organic and conservation friendly products is more than the supply.

Value Chain Assessments were useful in identifying, validating, prioritizing, and selecting the final value chains to support with communities. The analysis was based on:

- Conservation focus: A product with a conservation friendly focus is present in the landscape.
- Commercial focus: Large or future potential market growth, interest from lead firms, sustainability, and presence in the landscape.

Human Centered Design was useful in understanding:

- Key barriers the community faced in complying with biodiversity norms.
- Constraints and opportunities for communities and value chains.



Enterprise Types

• Dried mangos

• Beekeeping/honey

Villages around Nkhotakota Wildlife Reserve engage in enterprises that support more sustainable use of the resources of the Miombo Forest.

Bruce Sosola, USAID; Madalitso Kaferawanthu, USAID; Jeff deGraffenried, USAID; Mpambira Kambewa, USFS-IP Malawi; Alinafe Chibwana, USFS-IP Malawi; John Kerkering, USFS; Leslie Minney, USFS implementing partner

Conservation Enterprise Approach

The U.S. Forest Service International Program partners with African Parks to engage communities to better understand the conditions needed for honey and dried mange enterprises to contribute to reducing illegal use of natural resources in adjacent protected areas.

THEORY OF CHANGE



MALAWI

USFS

Support Conservation Enterprises

ACTIVITIES

Partners provide technical assistance in: • Production.

- Meeting quality standards for certification.
- Branding.
- Accessing markets.Providing initial equipment

needed for production. Partners also provide opportunities for peer-to-peer learning from other enterprise groups.

Place for Enterprises

Enabling Conditions in

ASSUMPTION

Enterprise groups have skills and equipment needed for production, meet quality standards for certification, access markets and sell their products; and generate revenues.

WHAT IS MEASURED & HOW

Partners conduct market studies, assess peer-to-peer learning, and conduct key informant interviews with enterprise groups to understand the status of conditions for enterprise establishment and sustainability.

KEY LESSONS

Supportive policies are needed for enterprises (e.g., agreements to access forests for beekeeping). Communities need contingency plans for product price fluctuations.

Benefits Realized by Stakeholders

ASSUMPTION

Enterprise members have increased and more stable household income, a strong sense of empowerment to manage the forest, increased selfgovernance skills, and less risk of penalty from illegally collecting forest resources.

Sec. and Later

WHAT IS MEASURED & HOW Partners track household monthly income from different sources and perceptions of monetary and nonmonetary benefits of enterprise participation.

KEY LESSONS

Need to manage expectations of benefits. Price fluctuations and markets for products influence ability of members to increase income. Communities will need a diversity of products to generate henefits.

Stakeholders' Attitudes and Behaviors Changed

Benaviors enanged

ASSUMPTION

Enterprise benefits enable members to comply with conservation agreements while providing alternative enterprise engagement options and thereby mitigate the risk of conflict with park management and wildlife.

WHAT IS MEASURED & HOW Partners track reports from community extension agents on compliance with conservation agreements, firearm surrenders, and any issues with compliance.

KEY LESSONS

Enterprises are aimed at engaging those community members for whom compliance with conservation agreements is a challenge because of their dependency on natural resources.

Threat Reduction or Restoration

ASSUMPTION

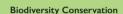
Because capacities to manage the reserve are improved and communities comply with agreements, there is a reduction in incidents of illegal collection of forest resources.

WHAT IS MEASURED & HOW

enforcement and community reports on incidents of illegal activities.

KEY LESSONS

Traditional leaders/chiefs are a major factor in influencing community compliance with conservation agreements and reporting of illegal activities.



ASSUMPTION

As a result of improved capacity to manage the reserve and an improved economic situation/ financial freedom, the extent and quality of the Miombo Forest of the Nkhotakota Wildlife Reserve is maintained.

WHAT IS MEASURED & HOW Use satellite imagery and forest inventory to track vegetation changes. Communities use a wildlife camera trap system, audio recordings, and otolith samples.

management.

KEY LESSONS Involving communities in monitoring the resources that they traditionally use promotes their sustainable

MALAWI USFS collaboration with African Parks



KEY LESSONS:

- Studies conducted prior to setting up enterprises provided a basis for program design and implementation—Estimation of mangoes trees surrounding NWR (Davis, 2019), Quantity estimation of mangoes available annually (supply) (Jiva, 2019), Demand estimation (WTB) (Jiva, 2019), Lessons Learned from similar initiatives and resource needs (Smith, 2019).
- The complex and interdependent relationships between African Parks, local community structures, and traditional chiefs are key to how communities are engaged in dried mango and honey enterprises affecting the implementation of conservation agreements between communities and African Parks.
- As a more established product, the honey enterprise propelled the dried mangoes enterprise to entrenched market linkages.
- The non-monetary benefits of the enterprises provide social safety nets and contribute to wider infrastructure capacity for the engaged communities.



Enterprise Types

productionSeaweed farming

• High-quality vanilla

Market linkage and cooperatives support communities to use resources in and around marine and terrestrial protected areas sustainably.

Fanja Randrenalijaona, Abel Rakotonirainy, Nirina Solofoniaina

MADAGASCAR MIKAJY

Conservation Enterprise Approach

The USAID Mikajy project supports the conservation of high biodiversity areas in the MaMaBaie landscape through the promotion of sustainable vanilla and seaweed value chains for the benefit of communities, in partnership with private operators.

THEORY OF CHANGE

Support Conservation Enterprises

Enabling Conditions in Place for Enterprises

ACTIVITIES:

Partners support: · The acquisition of government documents and permissions—including securing tenure and DINABE requirements to farm within protected areas. The capacity development of vanilla producers to improve quality of products and production techniques. The logistics of cooperatives and build capacity of producers to manage cooperatives into the future. The link between producers and buyers/markets.

ASSUMPTION

Cooperatives and capacity building work provide producers with technical, financial, and business skills and equipment necessary to continue producing. Land tenure rights allow vanilla producers to invest in their farms and diversify their livelihood products.

WHAT IS MEASURED & HOW Compliance with vanilla certification standards through site visits and external audits.

- Paras

KEY LESSONS

The collaboration between environmental organizations and private operators facilitates the development of formal agreement. Benefits Realized by Stakeholders

ASSUMPTION

As a result of the cooperatives and certification process, farmers produce higher quality **vanilla** that can be sold at a higher price.

WHAT IS MEASURED & HOW The quality premiums and profit generated by the cooperative during the campaign balance and the contribution of the private sector to social and economic actions.

a particular

KEY LESSONS

The payment of a quality premium motivates producers to sell to the cooperative in the face of uncertainty related to price fluctuations on the market. Stakeholders' Attitudes and Behaviors Changed

ASSUMPTION The certification process encourages farmers to produce vanilla outside of protected areas.

1 AC TO YOU

WHAT IS MEASURED & HOW The reduction of agriculture within the forest and violations in PAs through community and joint patrols using SMART and traceability tools: Farmforce and Metajuah.

KEY LESSONS

The internal controller within each cooperative, with the support of the private sector, has facilitated the monitoring of production plots with the database of the members of each cooperative. Threat Reduction or Restoration

ASSUMPTION

Vanilla producers see the link between conservation activities and the value of vanila - starting tree nurseries and participating in other restoration activities.

WHAT IS MEASURED & HOW The contribution of cooperatives to conservation actions through agreements between cooperatives and communities.

KEY LESSONS

miles.

The integration of communitybased natural resource management associations (COBAs) within the cooperatives strengthens the link between value chains and conservation actions. Biodiversity Conservation

ASSUMPTION Farmers maintain certific:

Farmers maintain certification for high-value **vanilla** by conserving forests in and around protected areas

WHAT IS MEASURED & HOW Nearly 20 out of 28 cooperatives received their certification (RA, organic and fairtrade) for vanilla after the audit and verification missions. The project is tracking the funds invested in conservation

KEY LESSONS

Private sector interest in establishing a long-term partnership with cooperatives for their supply chain.

Background photo: USAID/Madagascar Mikajy



• High-quality vanilla production

Enterprise Types

Seaweed farming

Market linkage and cooperatives support communities to use resources in and around marine and terrestrial protected areas sustainably.

Fanja Randrenalijaona, Abel Rakotonirainy, Nirina Solofoniaina

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THEORY OF CHANGE

Support Conservation Enterprises

Enabling Conditions in Place for Enterprises

ACTIVITIES Partners support:

 The acquisition of government documents and permissions-including securing tenure and DINABE requirements to farm within protected areas. The capacity development of seaweed producers to improve quality of products and production techniques. The logistics of cooperatives and build capacity of producers to manage cooperatives into the future. The link between producers and buyers/markets.

ASSUMPTION Cooperatives and capacity building work provide producers with technical, financial, and business skills and equipment necessary to continue producing.

WHAT IS MEASURED & HOW Agreement in principle with the administration for the introduction of the seaweed farming.

The collaboration between environmental organizations and private operators facilitates the the development of formal agreement. ASSUMPTION Unlike fishing, **seaweed** is a yearround crop resulting in producers gaining year-round income.

Benefits Realized by

Stakeholders

WHAT IS MEASURED & HOW The quality premiums and profit generated by the cooperative during the campaign balance and the contribution of the private sector to social and economic

KEY LESSONS The payment of a quality premium motivates producers to sell to the cooperative in the face of uncertainty related to price fluctuations on the market. Stakeholders' Attitudes and Behaviors Changed

ASSUMPTION Fishers shift from fishing activities to gain year-round income through seaweed production.

WHAT IS MEASURED & HOW Fisher and seaweed producer income.

KEY LESSONS

The internal controller within each cooperative, with the support of the private sector, has facilitated the monitoring of production plots with the database of the members of each cooperative.



Threat Reduction or Restoration

ASSUMPTION Fishers/seaweed producers reduce overfishing and overexploitation of marine resources.

WHAT IS MEASURED & HOW The contribution of cooperatives to conservation actions through agreements between cooperatives and communities.

KEY LESSONS

The integration of locally managed marine area (LMMAs) within the cooperatives strengthens the link between value chains and conservation actions. Biodiversity Conservation

ASSUMPTION Key fish species are no longer overfished and seaweed crop provides habitat for certain species.

WHAT IS MEASURED & HOW Nearly 20 out of 28 cooperatives received their certification (RA, organic and fairtrade) for vanilla after the audit and verification missions. The project is tracking the funds invested in conservation enterprises by private partners.

Private sector interest in establishing a long-term partnership with cooperatives for their supply chain.

MADAGASCAR Mikajy



KEY LESSONS:

- The payment of quality premiums motivates producers to sell to the cooperative in the face of uncertainty in part from market price fluctuations.
- The collaboration between environmental organizations and private operators facilitates the preparation of the file to have the agreement of the administration on the introduction of seaweed farming in the landscape.
- The integration of COBAs (Community-based Natural Resource Management Associations) and LMMAs (Locally Managed Marine Area) within the cooperatives reinforces the link between value chains and conservation actions.



Enterprise Types

- Brazil nut
- Sustainable round wood
- Aguaje
- Coffee
- Carbon compensation mechanisms

Support Conservation Enterprises

ACTIVITIES

Partners support the ECA Amarakaeri in: Updating forest management plans required for the sustainable

- management of the Brazil nuts. Preparing business plans for the sustainable management and commercialization of
- Brazil nuts (e.g., fund future capital needs). Preparing applications for public (Ministry of
- Agriculture) funding to enable strengthening the value chain of the Brazil nut to purchase initial basic infrastructure (gathering centers, boat, other equipment).
- Developing a grant to support economic activities and monitoring efforts.

ECA Amarakaeri communities benefit from sustainably harvesting resources from the Amazonian forest of Madre de Dios.

Beatriz Torres, USAID/Peru; Orestes Orrego, CSO Leader; Claudio Sala, CSO Specialist; Olenka Candela

Conservation Enterprise Approach

Prevent Program supports the effective co-management of protected areas through the implementation of life plans. which includes strengthening the community enterprise to promote nature-based solutions.

THEORY OF CHANGE

Enabling Conditions in Place for Enterprises

ASSUMPTION Enterprises have the needed infrastructure and equipment to produce goods and services, access to markets and partnerships with commercial allies, effective governance structures led by communities, and improved business acumen and capabilities to compete in national and international markets for local nontimber forest products.

5 6 5 5

VHAT IS MEASURED & HOW

KEY LESSONS Land use claims frequently overlap and promote unsustainable uses. and authorities lack capacity to



ASSUMPTION

By engaging in enterprises, participants (especially youth and women) have increased and stable income from legal activities. ECA Amarakaeri has medium- and longterm financial sustainability for management and conservation of Amazonic territories.

SA STRATTAN

WHAT IS MEASURED & HOW

KEY LESSONS

Communities will need to develop equitable and transparent benefit sharing mechanisms to ensure some do not benefit more than others

Stakeholders' Attitudes and **Behaviors Changed**

participants to comply with their

agreements to sustainably manage

forest resources and monitor and

report illegal activities. Enterprises

revenues to a community disaster

WHAT IS MEASURED & HOW

Income from Brazil nut is likely not

adequate and multiple sources of

income may be needed to enable

compliance with agreements.

contribute 10 percent of their

ASSUMPTION

relief fund.

KEY LESSONS

Enterprise benefits enable

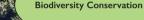
Threat Reduction or Restoration

ASSUMPTION With increased community reporting of violations, there is a reduction in incidents of illegal mining, logging, and wildlife poaching within areas managed by the ECA Amarakaeri.

WHAT IS MEASURED & HOW

KEY LESSONS

Government lacks capacity to follow through with enforcement and rely on communities for selfmonitoring, but this is insufficient



ASSUMPTION With lower incidents of illegal activities, the area managed by the ECA Amarakaeri maintains its forest cover and key species populations.

PERU

SERNANP

Amarakaer

PREVENT

WHAT IS MEASURED & HOW Partners track incidents of deforestation monitored in real ime by third party using satellite

KEY LESSONS

Community members participating in the improved livelihood strategies will have stronger incentives to conserve the rainforest, but strong structural challenges and increased crime dynamics still put significant pressure on adequate resource management

PERU *Prevent*



KEY LESSONS:

- ECA Amarakaeri, through its a social enterprise, Numberi SAC, is not only a beneficiary, but also a partner in their conservation enterprise.
- They are co-investing \$300,000 from their own climate change funds in promoting value chains to complement the grant being financed by Prevent.
- These funds are part of an overall financial sustainability strategy deployed by the ECA Amarakaeri to continue the implementation of their Life Plan commitments with the Peruvian authorities in the shared management of these territories in the medium to long-term.



Enterprise Types

- Nature tourism
- Timber and non-timber forest products (asaí, Amazon fruits, canangucha, milpes, etc.)
- Community forestry
- Agroforestry (cacao, café)
- Sustainable grazing
- Honey

Support Conservation Enterprises

ACTIVITIES

Partners support property planning (at the individual level), conservation agreements, sustainable production and community environmental monitoring initiatives. They support cooperatives in purchasing equipment and machinery value addition, business strengthening, supporting public-private alliances, and market access. Partners also help organizations improve branding forest products and tourism services

Enabling Conditions in Place for Enterprises

ASSUMPTION

Cooperative members develop and understand their business model, have a business plan, formalize their enterprises, and have the technical capabilities to produce, add value, and access markets to incorporate ecosystem services in value chains.

WHAT IS MEASURED & HOW Partners track the enabling

conditions for each cooperative through surveys of their membershi and community representation.

KEY LESSONS

While there is already a willingness to adopt conservation measures, building trust between beneficiaries and the implementing partners is key; one way to do this is to work with organizations that already have community buy-in.

Local communities protect the Amazon through sustainable forest use (timber, non-timber products and tourism).

Jhon Alexander Giraldo Vargas. Esp, Conservation and Forest Management; Loreny Amparo Rivera Becerra. Esp, Conservation Enterprises; Jose Miguel Acosta Barbosa. Esp, Conservation Enterprises; Andres Felipe Castro. Esp. Community Forestry; Fredy Alberto Forero Peña. Esp. Community Forestry

COLOMBIA AMAZON ALIVE

AMAZONIA MÍA

Conservation Enterprise Approach

Amazon Alive supports local communities to protects native forests in areas critical for biodiversity conservation in Caquetá, Guaviare, Meta, and Putumayo regions of the Colombian Amazon. This is done by building technical, organizational, and governance capacity to best engage them in sustainable production of timber and non-timber forest products and tourism.

THEORY OF CHANGE

Benefits Realized by Stakeholders

ASSUMPTION

As a result of sustainable production and diversification, participants have increased and more reliable income for taking care of their forests.

WHAT IS MEASURED & HOW Partners survey the percent of monetary and non-monetary benefits from different sources.

KEY LESSONS

Short-term benefits from enterprises are needed to maintain interest in participating in them. For longterm sustainability, enterprises need to prove their profitability and communities need to take ownership of them. Communities decide on the distribution of benefits for beneficiaries to perceive an equitable distribution of benefits. Stakeholders' Attitudes and Behaviors Changed

ASSUMPTION

As income increases, landowners remain on their land, maintain and sustainably use the forest according to their property plans and conservation agreements, monitor the condition of their forest, and report illegal activities to the government.

WHAT IS MEASURED & HOW Partners track compliance with agreements and survey participants to assess their motivations for compliance.

KEY LESSONS

A diversity of income sources are needed to incentivize compliance with agreements. Inclusive participation (e.g., age, community role, gender) is essential because all beneficiaries need to be aware of the conservation laws and benefit distribution mechanisms.

Threat Reduction or Restoration

ASSUMPTION

As landowners manage their land according to their agreements, there is a reduction in deforestation resulting from cultivation of illegal crops or cattle ranching, and an increase in areas restored to native forest.

WHAT IS MEASURED & HOW

Partners use remote sensing to track incidents, extent of area deforested, and area restored to native forest and cross-referenced with community biodiversity monitoring results

Overlapping claims on land and informal land tenure exacerbates issues with land grabbing for grazing and illegal crops. External factors such as peace and security have a large influence on participants ability to reduce threats.

Biodiversity Conservation

ASSUMPTION

As deforestation decreases, forests on private lands is conserved in areas critical for biodiversity, which encourages connectivity.

WHAT IS MEASURED & HOW Partners track the rate of deforestation and change in forest cover. Partners track data from community use of camera traps and wildlife observations and will

KEY LESSONS Landowners are motivated to conserve forests and wildlife, however, short-term livelihood pressures for conversion are strong.

COLOMBIA Amazon Alive



KEY LESSONS:

- The conservation of the biodiversity of the Colombian Amazon depends largely on the transfer of economic benefits to local communities from keeping the forest standing.
- The incorporation of ecosystem services in the value chains promoted by companies in a staggered manner is required to generate cultural changes and possible value addition for biodiversity conservation.
- Local communities prefer to conserve their forests, but in order not to accept payments from land grabbers, people need diversified income from several different sustainable sources and organizational strengthening to improve the governance of their territory.



Enterprise Types

- Sustainable Tourism: Ecotourism, community, ethnic tourism, etc.
- Sustainable on-timber and timber forest products
- Handicrafts
- Responsible fisheries

Support Conservation Enterprises

ACTIVITIES

- Strengthen organizations' capacities and/or associated structures for market access.
- Strengthen the recognition of ethnic communities' environmental, productive, and cultural activities with fair economic practices.
- Promote the self development of ethnic groups.
- Identify sustainable utilization and production systems as alternative sources of income.

improving local economies for biodiversity conservation. Jimena Niño, COP, USAID; Sonia Suárez, Oportunidades Económicas, ACDI/VOCA; Samantha Silva, MEL. ACDI/VOCA: Ieim

Jimena Niño, COP, USAID; Sonia Suárez, Oportunidades Económicas, ACDI/VOCA; Samantha Silva, MEL, ACDI/VOCA; Jeimy Cuadrado, WWF-Medio Ambiente

Empowerment of Indigenous and Afro-Colombian communities by

Conservation Enterprise Approach

Support enterprises with sustainable production practices linked with ancestral knowledge and cultural practices; protect ecosystems; advocate for sustainable employment; leadership of and self-determination by ethnic women on biodiversity uses.

THEORY OF CHANGE

Enabling Conditions in Place for Enterprises

ASSUMPTION

Conservation agreements between environmental authorities and communities provide incentives that aim to contribute to better living, improved landscapes, and economic opportunities. Communities build capacity on natural resource management and sustainable production.

WHAT IS MEASURED & HOW

The integration of sustainable natural resource use approaches in management instruments and in policies with ethnic focuses (life plans, ethnic development) in established enterprises.

KEY LESSONS

Incorporating natural resource management initiatives improves resource sustainability and establishes agreement norms.

Benefits Realized by Stakeholders

ASSUMPTION

Participants received increased incomes, land security, cultural pride, and recuperate cultural identities, especially in youth.

Vale a

WHAT IS MEASURED & HOW

Monitoring instruments with indicators (e.g., number of people receiving co-benefits) and qualitatives surveys for nonmonetary benefits. Partners also incorporate actions on improved income and increased employability.

For enterprises to achieve biodiversity conservation, they have to be socially, economically, and environmentally sustainable. They will only be sustainable if stakeholders receive benefits and sustainable opportunities are generated. Stakeholders' Attitudes and Behaviors Changed

ASSUMPTION

Enterprise benefits motivate and allow participants to continue practicing economically, socially, and environmentally sustainable activities supported by conservation agreements.

14 14

WHAT IS MEASURED & HOW Surveys measure the percent return in interventions, number of people participating in the enterprises, and number of new economic opportunities. Partners will monitor whether sustainable activities continue such as better natural resource management compliance with conservation agreements.

KEY LESSONS

Natural resource use has to be aligned with norms, community awareness, and/or current legislation Threat Reduction or Restoration

ASSUMPTION

Communities reduce economic activities that cause deforestation (extensive livestock and agriculture, monoculture, mining, petroleum, illegal crops, and unregulated tourism).

WHAT IS MEASURED & HOW

Partners track the number of hectares under better management and governance strengthening that reduces deforestation drivers.

KEY LESSONS

It is important to develop democratic mechanisms to establish equitable benefit distribution where the private sector's role is information dissemination and transparency. and the second se

Biodiversity Conservation

ASSUMPTION

Ecosystems are recovered, restored, and rehabilitated through the sustainable use of native species, restoration of degraded ecosystems, and soil and river basin recuperation.

WHAT IS MEASURED & HOW Partners track the number of hectares with improved production and restoration systems or are managed in accordance with traditional customs and uses.

KEY LESSONS

Ethnic communities are already connected to conservation, the approach has focus on strengthening that connection.



WWF

COLOMBIA JUNTANZA ETNICA

ACDI 🔇 VOCA

COLOMBIA Juntanza Étnica



KEY LESSONS:

- Sustainable environmental initiatives are the result of various joint strategies including:
 - Strengthening natural resource management governance
 - Law enforcement recognition and awareness raising
 - Strengthening self-governance and cultural identity in economic initiatives
 - Support from traditional leaders (through Partner Organizations) who promote and validate participation in enterprise and conservation activities

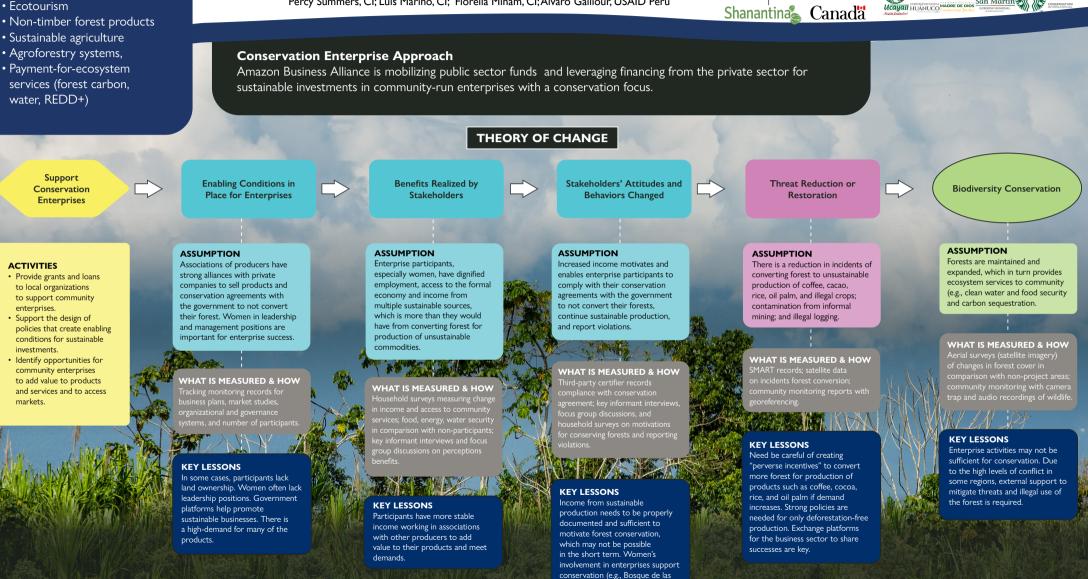


Enterprise Types

Mobilizing public funds and leveraging private financing for community enterprises that conserve forests.

Percy Summers, CI; Luis Marino, CI; Fiorella Minam, CI; Alvaro Gaillour, USAID Peru

PERU **AMAZON BUSINESS ALLIANCE**



Nuwas)

PERU Amazon Business Alliance



KEY LESSONS:

- Participants have more stable income working in associations with other producers to add value to their products and meet demand.
- Women's involvement in enterprises support conservation (eg., Bosque de las Nuwas).
- Need to be careful of creating "perverse incentives" to convert more forest for production of products such as coffee, cocoa, rice, and oil palm if demand increases. Strong policies are needed for only deforestation-free production.

Final Session Agenda



Conservation Enterprises Impact Lab

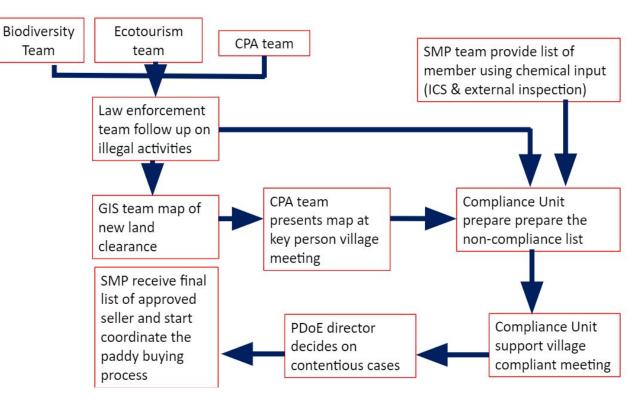
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- Team Lightning Talks (20 min)
- Tool Sharing and Gallery Walk (55 min)
- Next Steps (5 min)

Tool I. Ibis Rice Compliance Framework, Cambodia

USAID Morodok Baitang



Conservation Enterprises Impact Lab



Four Compliance Rules:

- 1. No land clearance
- 2. No logging
- 3. No illegal hunting of wildlife
- 4. No chemical uses

CPA: Community Protected Area

Tool I. Ibis Rice Compliance Framework, Cambodia

USAID Morodok Baitang



Conservation Enterprises Impact Lab What are the main reasons for

non-compliance with the agreements?

Do you have questions or other use examples you'd like to share? Please add them to the stickies below. Tool 2. WWF's risk and threat analysis for the selection of territories

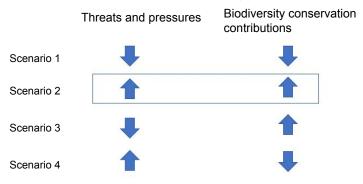
Colombia: Juntanza Étnica

> Conservation Enterprises Impact Lab

Methodology

- Cross-reference between different parameters: forest, protected area, connectivity, representation, species richness, VS 29 municipalities and/or territories of the Program
- Group the municipalities and/or territories by scenario
- The selection criteria between the 4 proposed scenarios relates to the Program's interest to intervene in municipality where there have:
 - Stronger pressures and threats and larger contribution towards biodiversity conservation
 - Result: 18 municipalities with high impacts on biodiversity, scenarios 2 and 3

Methodology



After this selection, locations are cross-referenced with sustainable environmental initiatives identified by WWF and Terra, that are also associated with the main strategies that determine which communities to work with and that include **biologically significant areas in the territories of great interest to the Program.**

Results

Scenario 1	Uribia, Santader de Quilichao, Mitú
Scenario 2	Tumaco, Riohacha, Rio Sucio, San Juan del Cesar, Jambaló, Pueblo Bello, Cali, Santa Marta, Dibulla
Scenario 3	Leticia, Buenaventura, Carmen de Atrato, Mocoa, Miraflores, Timbiquí, Quibdo, Ricaurte, Guapi, Bojaya, Barbacoas
Scenario 4	Valledupar, Buenos aires, Cartagena, Fundación, Puerto Inírida, Corinto

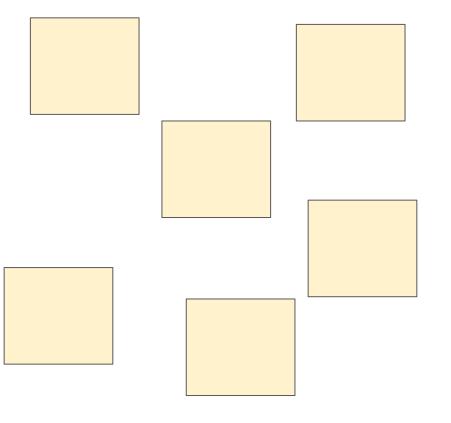
Tool 2. WWF's risk and threat analysis for the selection of territories

Colombia: Juntanza Étnica

> Conservation Enterprises Impact Lab

Do you have questions or other use examples you'd like to share? Please add them to the stickies below.

Interesting to understand how you selected sites based on their biodiversity values and threats. Did the threats analysis also inform who you decided to engage in the enterprise groups - e.g., those most likely to participate in threat-inducing activities because of lack of livelihood alternatives?



Tool 3: Market Study for Dried Mangos

Malawi USFS



Conservation Enterprises Impact Lab In 2019, United States Forest Service (USFS) and African Parks at Nkhotakota Wildlife Reserve (AP-NWR) engaged communities surrounding the reserve to produce dried mangoes as a community-based enterprise.

The project began with several foundational analyses:

- Demand and market assessment for the product,
- Supply assessment, which included remote sensing analysis to determine the number of mango trees in the greater Nkhotakota landscape, and
- Lessons learned study from other, similar initiatives.



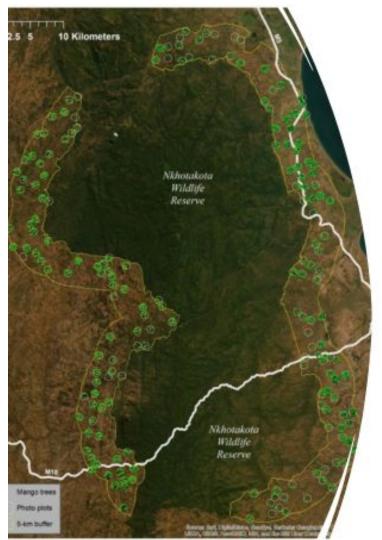
Anecdotal Observation :

- Trees produce a bounty of fruit each season,
- Fruits are in high demand by local communities where they are collected both for personal consumption and sale in local markets, and
- A significant portion (over 50%) of the fruits are not harvested for consumption.



Demand Assessment of Dried mangoes :

- Objective (Demand): To assess demand for dried mangoes in Malawi for viability as an income generating activity for Nkhotakota communities.
- 2) Consumer survey: Test market & Online Survey
- 3) Key Informant Interviews: Shop Managers (Major food chains)
- 4) The study recommended considerable investment in quality production in the early stages so as to swiftly flood the market, competitive pricing to attract a significant customer base and need for promotions and other marketing to gain quick entry into the market.



Supply Assessment of Dried mangoes:

- Objective (Supply): To assess supply of fresh mangoes for dried mangoes processing
- Photointerpretation of high-resolution (1-m) color aerial imagery was used to determine the approximate number of trees within close proximity of Nkhotakota Wildlife Reserve
- Household Survey, Focus Group Discussions (FGDs) & KII with community members, Leaders, Zonal Natural Resources Committees)
- The study established that there is an adequate supply of mangoes for processing or launching mango drying as a viable income generating enterprise for communities surrounding Nkhotakota Wildlife Reserve

Tool 3: Market Study for Dried Mangos

Malawi USFS

Conservation Enterprises Impact Lab

Do you have questions or other use examples you'd like to share? Please add them to the stickies below.

Did the community discover unexpected markets in selling their dried mangos to date? Will they expand their markets over time?	Did private sector partners provide technical and/or business assistance to communities to enhance quality production?	How do you think supportive policies could be encouraged in order to help the creation of enterprises?	
How did you prioritize in what aspect to invest first (infrastructure, training)?			

Tool 4: Landscape level study of the business ecosystem

Peru Amazon Business Alliance



Conservation Enterprises Impact Lab

- ABA is a platform that also supports innovation and research to catalyze investments (ASU is a founding partner to support innovative tools through CBO and WSC).
- Support meaningful change for entrepreneurs (in our case bio and ecobusinesses) through ecosystem building.
- Working with ASU researchers that have successfully applied the tool to design incubator/accelerator programs in other parts of the world (Phoenix and El Cairo municipalities).
- Opportunity for researchers to work together with conservation practitioners.



Tool 4: Landscape level study of the business ecosystem

Peru Amazon Business Alliance



Conservation Enterprises Impact Lab

- Links the Kauffman Entrepreneurial Ecosystem Framework with the Low Emissions Rural Development Plans (LERDP) (for San Martin and Ucayali) for a more integrative development model that uses existing plans with ecosystem-level frameworks to promote economic growth.
- San Martin LERDP has been divided into landscapes. We will be working in the Alto Mayo landscape model (also linking this year with LandScale indicators work).
- This year we have designed the survey tools to be applied by the CI team (regional leaders) for both entrepreneurs and ecosystem stakeholders to be applied in San Martin and Ucayali.

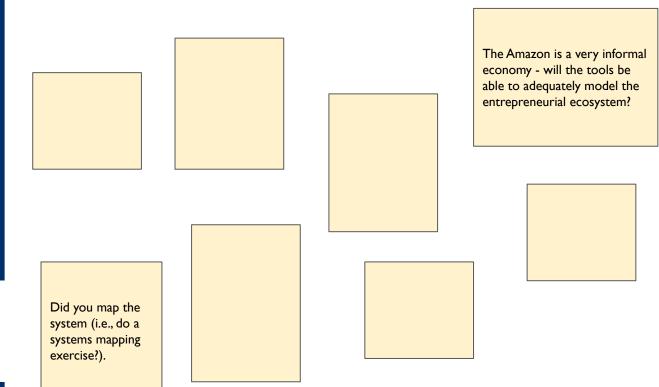


Tool 4: Landscape level study of the business ecosystem

Peru Amazon Business Alliance



Conservation Enterprises Impact Lab Do you have questions or other use examples you'd like to share? Please add them to the stickies below.



Final Session Agenda



Conservation Enterprises Impact Lab

- Welcome and Do Now (10 min)
- Objectives and Session Agenda (5 min)
- Team Lightning Talks (20 min)
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- Next steps (5 min)

Next Steps

Impact Lab

Conservation Enterprises

Thank you for participating in this year's Conservation **Enterprises Impact Lab!**

We appreciate your feedback!

- Please take 1-2 minutes to fill out a brief exit survey. Find your team's slide (slides 53-58) and answer the question next to your name. You can write in the language you are most comfortable responding in.
- Additionally, please take this short survey after the meeting to share feedback on your overall Impact Lab experience:
 - English survey
 - Spanish survey Ο

CE Learning Group Tools and Resources

LEARNING GROUP RESOURCES

- <u>CE Learning Group Site</u>
- <u>CE Learning Agenda</u>
- <u>CE MEL Framework</u>

CE Impact Lab Knowledge Hub



Welcome to the Conservation Enterprise Impact Lab Knowledge Hub

The Impact Lab is a unique learning series for team or USAID staft and implementing partners from biodiversity or integrated activities that include a conservation enterprise approach. Through a mix of peer-to-peer and individual team sessions, teams will receive tailored support to develop or build on their conservation enterprise theory of change and engage with other teams to share and learn from each other.



USAID DDI/BIODIVERSITY Conservation Enterprises COLLABORATIVE LEARNING GROUP

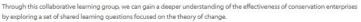
LEARNING AGENDA RESOURCES EVIDENCE COLLECTION



USAID

Conservation Enterprises

Conservation enterprise approaches are used extensively in USAID biodiversity programming, yet little information has been collected in a systematic way to test key assumptions regarding the effectiveness of this approach.

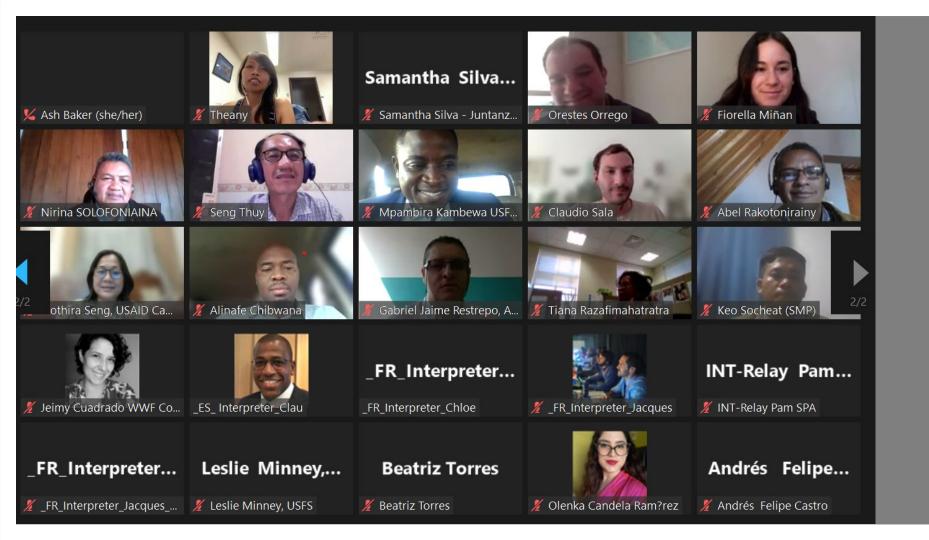












Thank You! ;Gracias! Merci ! Misaotra! มาติ ณา!

Megan Hill Environment Specialist Biodiversity Division <u>mhill@usaid.gov</u>

