



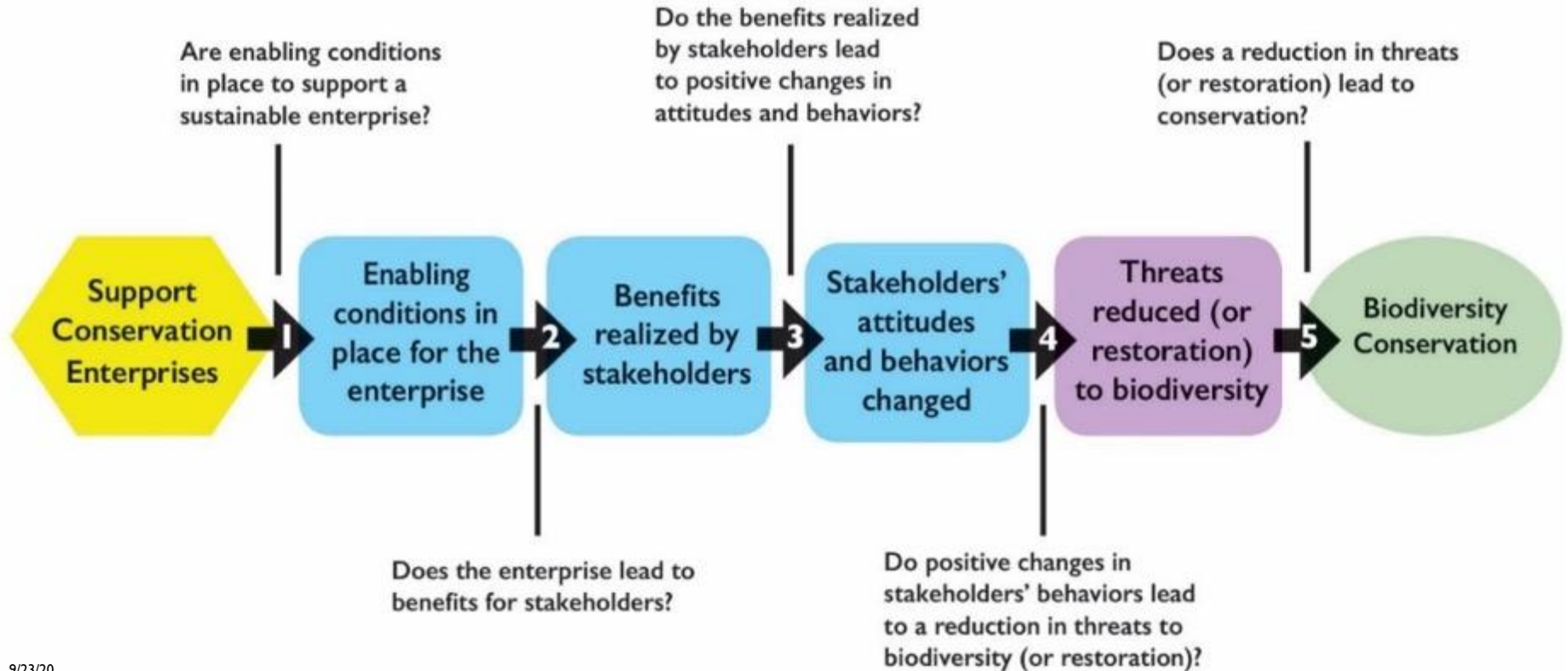
USAID
FROM THE AMERICAN PEOPLE

Gorongosa Project: Conservation Enterprises Program

Nathan Sage, Matthew Jordan, & Neila Manjate
September 23, 2020

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It was prepared by Environmental Incentives, Foundations of Success and ICF for the Measuring Impact II (MI2) Contract.*

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



TODAY'S SPEAKERS



Nathan Sage
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Matthew Jordan
Director of Sustainable
Development Department -
GNP



Neila Manjate
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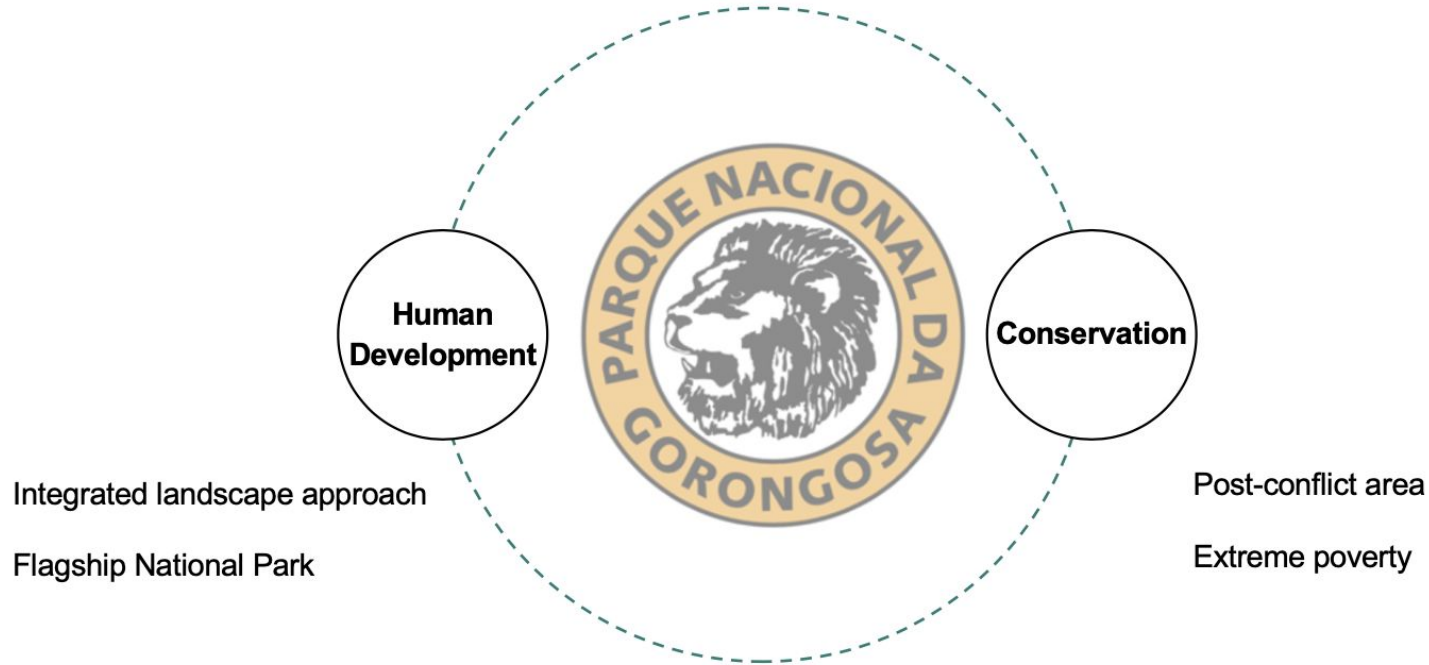
Resilient Gorongosa GDA (2020-2025)



Conservation
Community Development
Resilience to Recurrent
Shocks & Stresses



The Gorongosa Promise

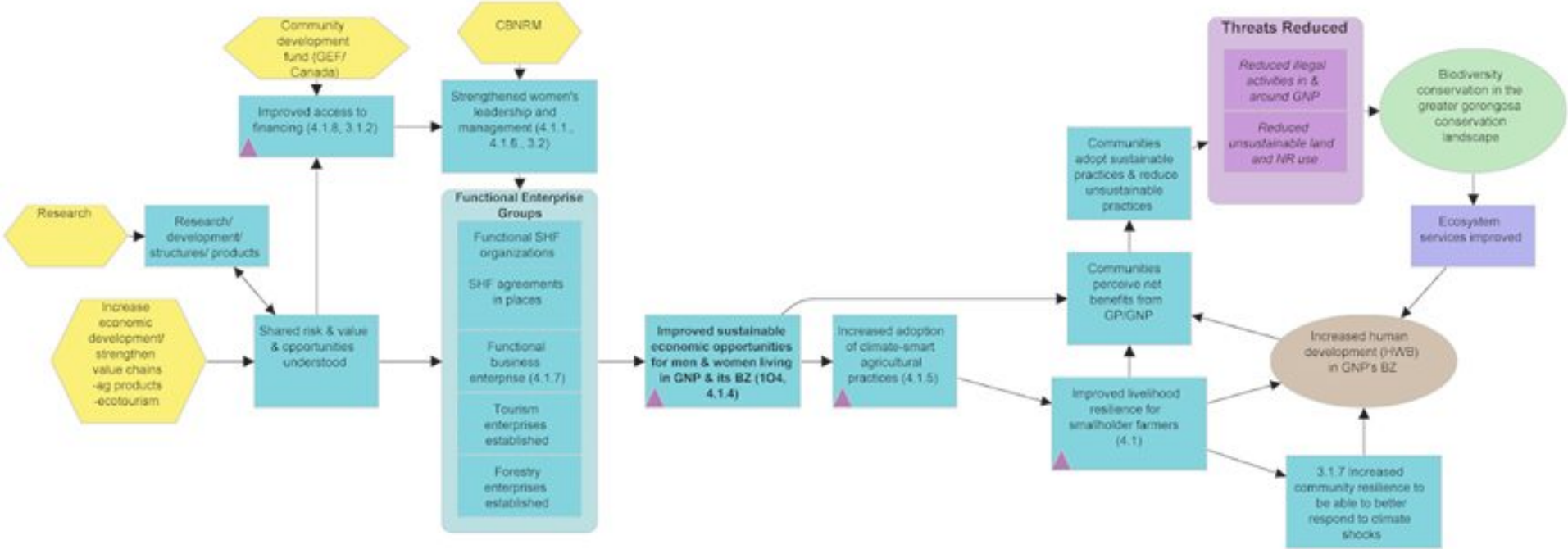


Create a world where people and the planet thrive together

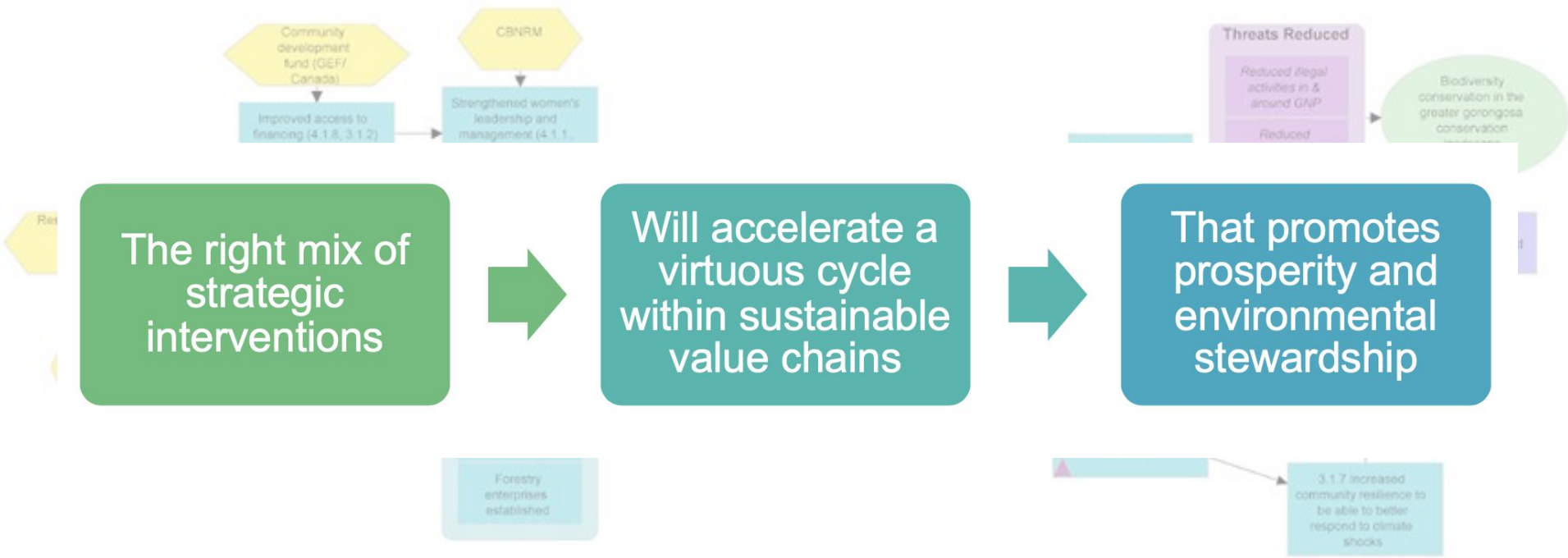
GRP Strategic Plan



Sustainable Livelihoods & Private Enterprise Theory of Change



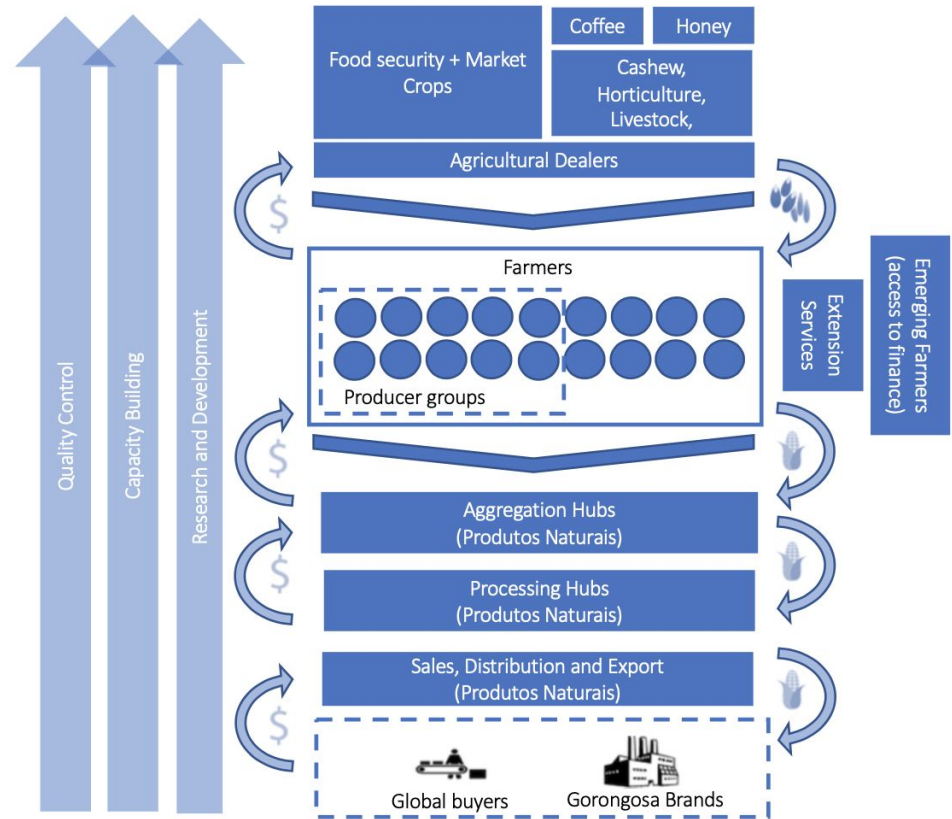
Sustainable Livelihoods & Private Enterprise Theory of Change



Virtuous Value Chains

In order for the virtuous cycle to take hold, trust must be created based on shared value, shared risk, a voice for each actor, and ownership of productive assets across the agricultural value chain

Agriculture Livelihoods Program + Social Enterprise

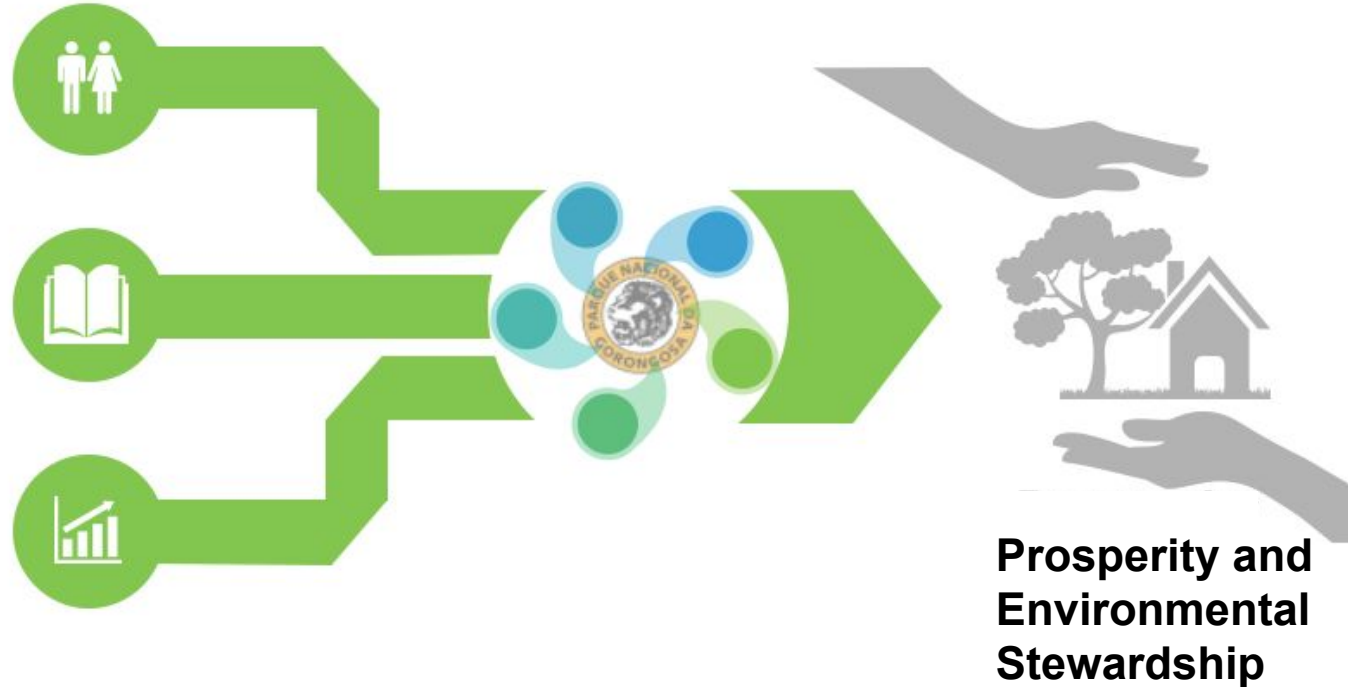


(CSAF, 2019)

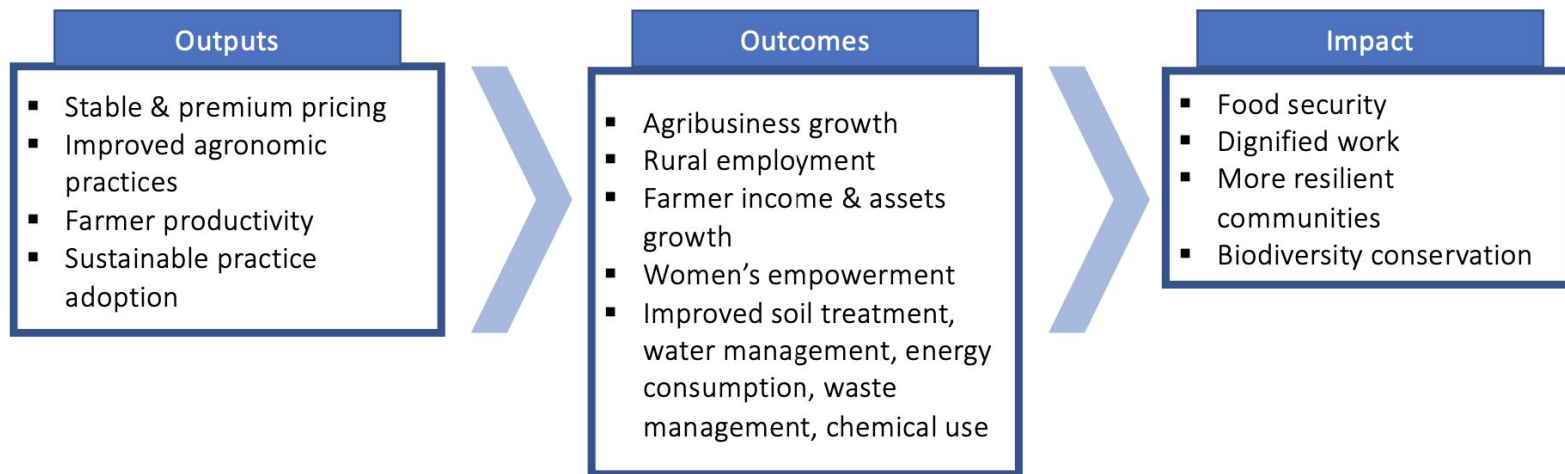
Sustainable Development Department Strategies

6 strategies

- ❑ Social and environmental sustainability and inclusivity
- ❑ Economic resilience and sustainability
- ❑ Capacity building and skills building
- ❑ Enabling access to markets
- ❑ Enabling access to finance
- ❑ Increasing productivity



Logical Framework



The resulting logical framework maps the path from the intervention outputs to the long term impact.

The right mix of strategic interventions

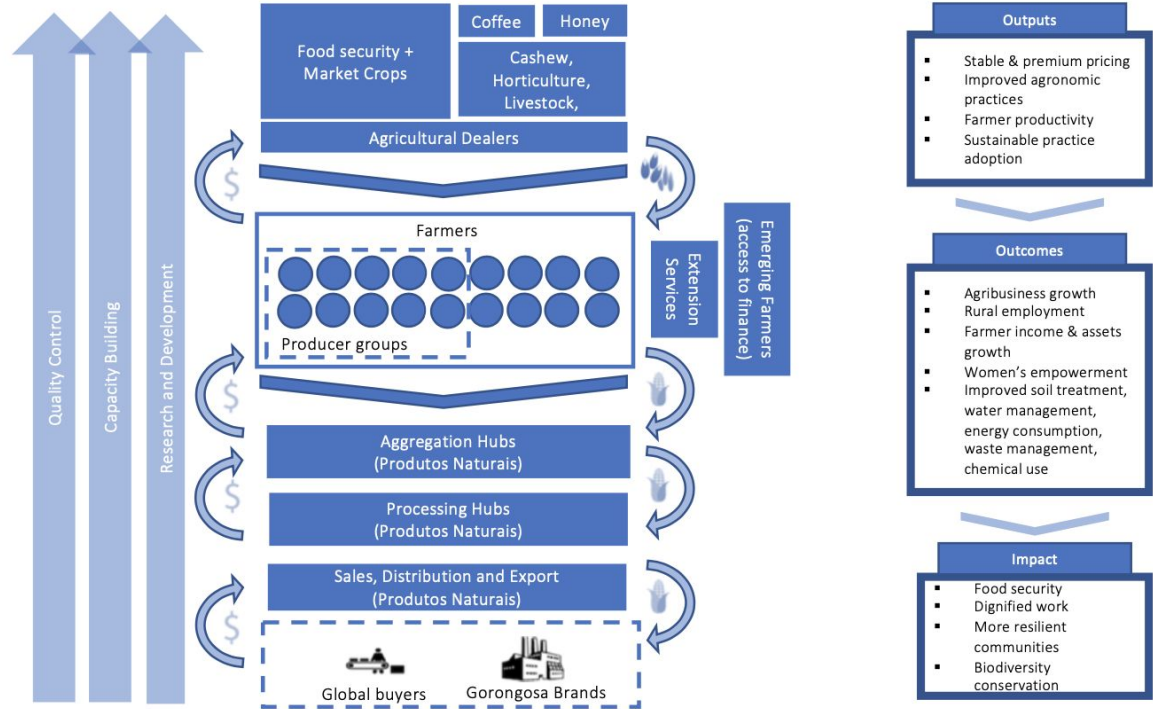


Will accelerate a virtuous cycle within agricultural value chains



That promotes prosperity and environmental stewardship

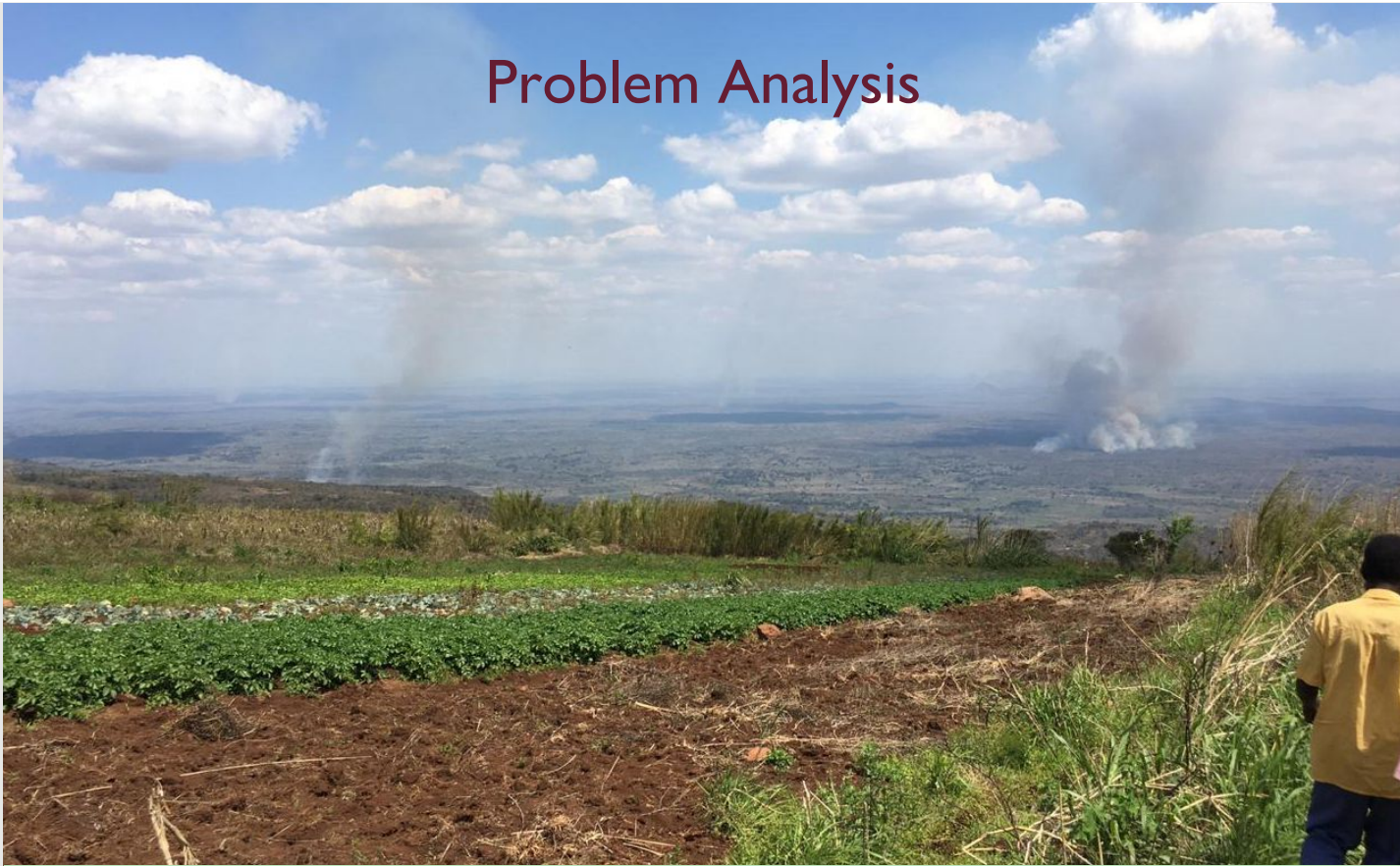
- Social and environmental sustainability and inclusivity
- Economic resilience and sustainability
- Capacity building and skills building
- Enabling access to markets
- Enabling access to finance
- Increasing productivity



Supported Value Chains and Conservation Enterprises



Problem Analysis



High **poverty** and **illiteracy** leading to **uncontrolled trees cutting**, resulting in **deforestation** and **soil degradation**.

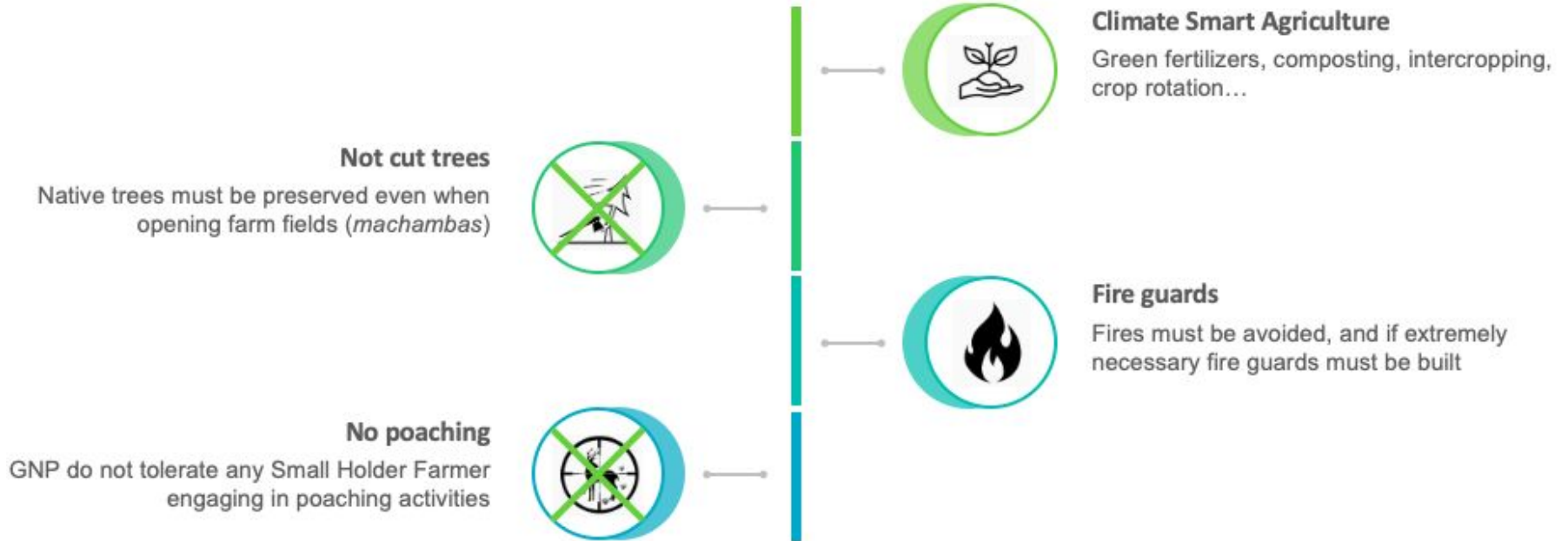
Livelihoods Supported

Value Chains	2020	2025 (target)
Coffee	~ 600 (30%F)	1,000
Cashew	~ 3000 (20%F)	10,000
Honey	~ 150 (20%F)	500



We choose livelihoods that are **sustainable** and have the potential to **increase conservation benefits awareness**.

Conservation Agreements



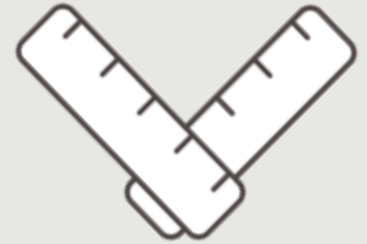
Farmers **lose** their contracts with GNP if they **do not comply** with the terms.

Conservation Enterprises / Small Businesses

- Fishery
- Pottery
- Artisanal work
- Honey subproducts
- Natural wellbeing products



Alternative sustainable livelihoods that promote inclusivity.



M&E Approach

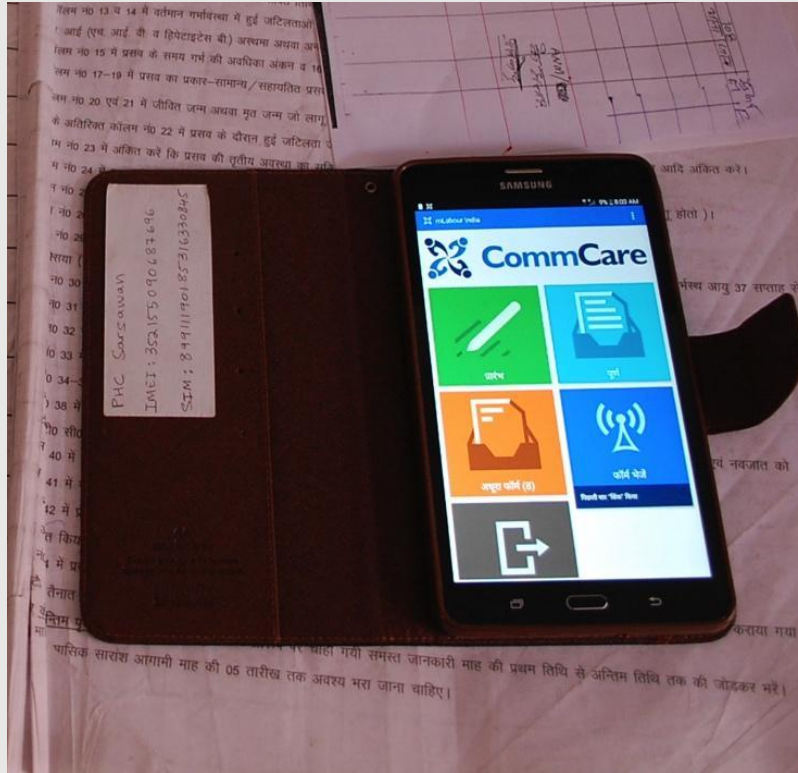
Currently:

- Output level
 - Daily data collection during technical assistance to SHF and beekeepers;
 - Weekly processed and sent to office;
 - Monthly departmental reports;
 - Quarterly institutional reports, partners and donors;
- Outcome and impact level
 - Bi-annual HH surveys: Baseline in 2017, follow-up in 2019-2020;

Improvement in progress:

- Output, outcome and impact level
 - Community Resilience Network
 - Developing metrics for success around Conservation Enterprises

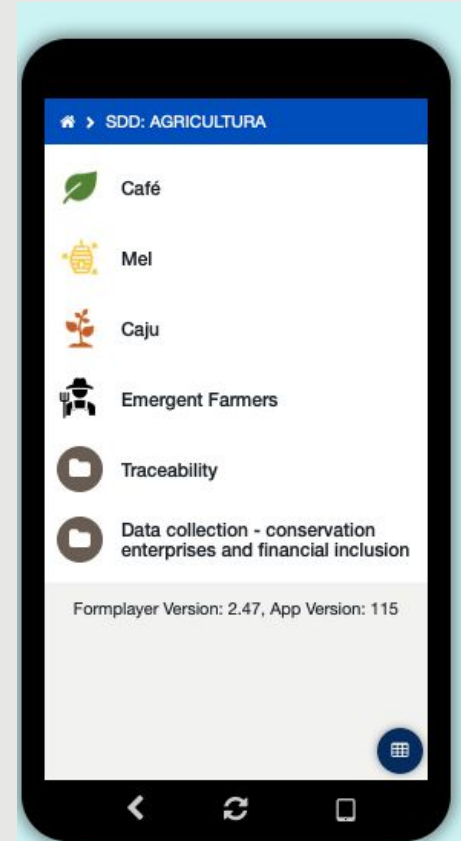
M&E Approach - CommCare and Salesforce



Farmers's case management



Track data over time





Key Lessons Learned

- **What is your why?**
 - Creating a world where people and the planet can thrive together.
- **How can you capture value for stakeholders?**
 - Enabling conditions + production + processing + global marketing and sales
- **Who makes the decisions?**
 - Public private partnership + long term agreement + stakeholder buy-in (local, provincial, national, international)
- **Can you open the door to new capital?**
 - Blended finance = Grants + Debt + Revenue Generation
- **How to transition to gender inclusivity**
 - alignment = inside job + outside job



QUESTIONS & DISCUSSION

TOOLS AND RESOURCES

- [CE Learning Group Site](#)
- [CE Learning Agenda](#)
- [NEW! CE MEL Framework](#)



USAID E3/ FORESTRY & BIODIVERSITY
Conservation Enterprises
COLLABORATIVE LEARNING GROUP



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Wiki Knowledge Base

Discussions

Cross-Mission Learning

CWT

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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.



Search this Site

THANK YOU!

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