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# Enterprise, Livelihoods, Governance

## Cutting Edge Lessons for Conservation Projects

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## Enterprise and Livelihoods at Landscape/Seascape

- ***Link directly to threats and be meaningful in livelihood impact***
- ***Combine enterprise with enforcement, education, and policy***
- ***Take a value chain approach***
- ***Work toward a portfolio of enterprises and livelihood changes***



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## Governance and Enterprise

- Secure Tenure mechanisms that incorporate biodiversity conservation and equitable rights
- Promote transparent benefits sharing mechanisms for stakeholders and engage buyers in this process
- Use enterprise to influence policy



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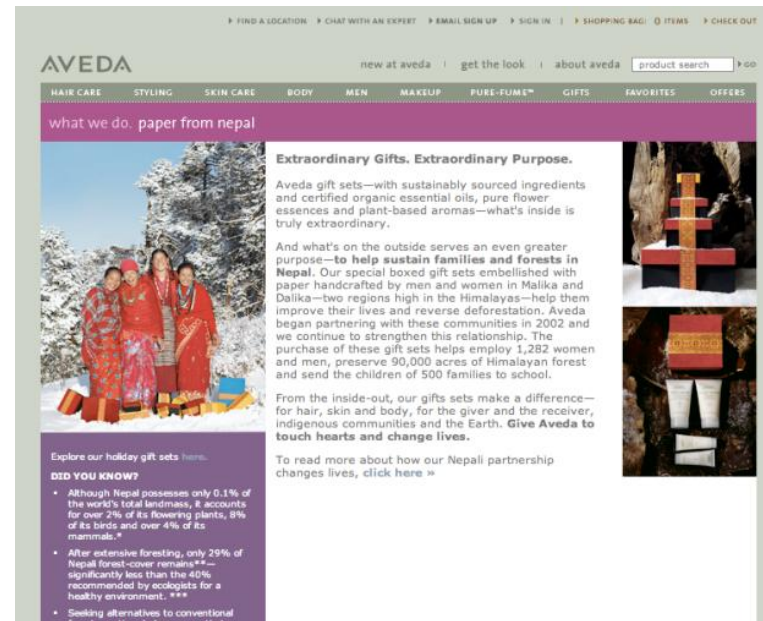


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# Partnering with the Private Sector – Smart Strategies

## NGOs:

- Move away from performing business functions
- Bring down barriers to entry for the private sector
- Recruit the private sector and facilitate benefits sharing





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## Trend Towards Certification and Branding

### Pros

- Growing demand among buyers - traceability
- Creates Specialty Products
- Promotes higher product, conservation and governance standards
- Positions groups for ecosystem services markets

### Cons

- Third party audits, expensive to maintain
- Heavy up front capacity building





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## **Payment for Ecosystem Services – Moving Into More Complex Markets**

- Natural Products Enterprises
- Ecotourism
- Carbon Trading
- Biodiversity Offsets
- Water markets

Consider domestic and international payments; government and private sector payments



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## Managing Risk – Governance for Enterprise and Conservation

- NRM managers need to have, know, and be able to act on legal rights; best to secure tenure rights up front when possible
- Markets, threats to biodiversity, and land use preferences constantly changing – need monitoring to track and adaptive management
- Figure on a 30 - 50% failure rate for enterprises; but for those that succeed a powerful conservation tool
- The most dangerous stage – when an enterprise is successful to the outside observer - competition or deal stealers will come in; build in vigilance