

**PRESENTATION GIVEN AT THE TRANSLINKS CEBU
VALUE CHAIN WORKSHOP ENTITLED:**

**“Improving Value Chain Dynamics for Natural Products in
the Furniture, and Gifts and Home Décor and Fashion
Accessories Industry”**

CEBU CITY, PHILIPPINES

JULY 2-3, 2008

**HOSTED BY ENTERPRISEWORKS/VITA AND THE
CEBU FURNITURE INDUSTRIES FOUNDATION**



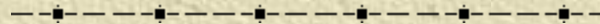
This workshop was generously supported by the American people through the United States Agency for International Development (USAID) under the terms of the TransLinks Cooperative Agreement No.EPP-A-00-06-00014-00 to the Wildlife Conservation Society (WCS). TransLinks is a partnership of WCS, The Earth Institute, Enterprise Works/VITA, Forest Trends and the Land Tenure Center. The contents are the responsibility of the authors and do not necessarily reflect the views of USAID or the United States government.



Updates on Translinks

Linking Natural Resources, Economic Growth and Good Governance

Prepared by EnterpriseWorks/VITA



What is Translinks



A Program of the Wildlife Conservation Society, in partnership with the Earth Institute's Center for Environmental Research and Conservation at Columbia University, Enterprise Works/VITA, Forest Trends, and the Land Tenure Center at the University of Wisconsin. Supported by USAID EGAT/NRM/LRM

About Translinks



- ✦ TRANSLINKS works with local, national and international partners to design and implement *integrated activities* that help ensure that rural people have the skills and capacity to manage natural resources sustainably and achieve equitable wealth creation under different environmental, social, and economic conditions.

Translinks Activities

- ✦ synthesizes current *knowledge* and generates new knowledge on the complex interactions among nature, wealth and power across multiple scales
- ✦ develops diagnostic and decision-support *tools* to help stakeholders better understand positive, negative, or neutral relationships among natural resource conservation, natural resource governance, and alleviation of rural poverty
- ✦ targets training to enhance local and national partners' *capacity* to integrate knowledge and tools into the implementation of environmentally friendly enterprises
- ✦ identifies *best practices* that recognize essential synergies among good governance, conservation and wealth creation
- ✦ globally spreads the knowledge, tools, capacity, and best practices that promote wealth creation for the rural poor, establish good environmental governance systems, and sustainably conserve

Translinks Outputs

- ✦ Case studies
- ✦ Workshops
- ✦ Tools (manuals, software)
- ✦ Payment for Ecosystem Services (PES), also known as rewards for ecosystem services
- ✦ Wildlife Friendly Branding

Context for Pro-Poor PES



- ✦ Recent land tenure mechanisms for communities to protect ecosystems
- ✦ Responsibility (protection services) and Rights (opportunity to earn)
- ✦ Increased interest from private sector to “green/fair trade” supply chains

Categories of Pro-Poor Rewards for Ecosystem Services

- ✦ Grants, donations from donors/individuals (development projects to reward poor)
- ✦ Local tax revenues and legal rights directed to poor communities – Philippines Example
- ✦ Product buying linked to conservation and/or fair trade (goods and services) – Nepal Example
- ✦ Payments (PES) tied to carbon markets that include water, biodiversity and/or forest conservation – Voluntary Carbon Markets and REDD

Philippines Example – Taxes/Rights for Pro-Poor Rewards ...

- ✦ Implementation of pro-poor community forestry land tenure rights (CBFM program)
- ✦ Inclusion of CBFM representatives on government task forces - access to tax revenues and infrastructure development
- ✦ Local “grants” mechanism of Provincial governments
- ✦ Voice to articulate importance of ecosystems services and explore other tax-based revenue



FSC Certified Products from Nepal



Payment for Ecosystem Services (PES)

✦ PES Primer and Software now available on
Translinks website

www.translinks.org



The Wildlife Friendly Enterprise Network was founded in 2007 to promote wildlife conservation through facilitation of responsible production practices, enterprise development, education and branding. Products may be endorsed by the Network if:

- The product contributes directly to in situ conservation of key species
- Production has a positive impact on the local economy
- Individuals or communities living with wildlife participate in the production, harvest, processing or manufacture of the product
- The product's conservation mission includes a clear enforcement mechanism
- Producers and/or NGO, business and other partners strive to monitor the impact of production activities on wildlife in order to ensure that practices benefit species of concern

The Wildlife Friendly Enterprise Network is a global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities.

Our network includes conservationists, businesses, producers and harvesters.



Wildlife Friendly Enterprise Network Role

- Certification of entities (e.g. organizations, associations, producer groups, etc.) that adopt wildlife conservation practices as part of their business approach
- Label contributes directly to in situ wildlife conservation. The producer receives support from WFEN to determine what monitoring indicators are appropriate given their local context and the conservation practices adopted, and provides guidance in putting these in place.
- Offers second party certification within the Network as an initial step; third-party is a future option



Protecting wildlife in wild places by promoting enterprises that allow wildlife and people to coexist and thrive



Made in Pakistan
This product is embroidered
by women living in Chitral
on hand-woven cotton.

Hand wash in cold water



**CERTIFIED
WILDLIFE
FRIENDLY**

Thank you for your help.
For products, catalogs, or information
www.snowleopard.org
206-632-2421

grams: 100g
yards: 160
fiber type: 100% wool


color: Indigo
natural color: plant dye

lot: 060906

Made from Organic Fiber

Certified Product Friendly by Predator Conservation Alliance


**THIRTEEN MILE
YARN**



THIRTEEN MILE FARM MONTANA LAMB & WOOL

Thirteen Mile sheep eat grass and hay grown without chemical fertilizers, herbicides, antibiotics, or hormones; the lamb and wool are certified organic by the Montana Dept. of Agriculture. Thirteen Mile Friendly means we do not kill native predators such as coyotes, mountain lions, bears, hawks, and wolves, recognizing their role in this landscape; instead we use guard animals and rotational management to protect our ruminant confederates with care; visit our website, www.thirteenmilemontana.org. For more information about our wool and other wool products, see our website: www.lambandwool.com.

THIRTEEN MILE
LAMB AND WOOL CO.
13000 SPRENCILL ROAD
BELGRADE, MONTANA 59714
tel: (406) 388-4945
www.lambandwool.com




**CERTIFIED
WILDLIFE
FRIENDLY**





www.elephantpepper.org

Elephants hate chilli!


www.elephantpepper.org

Elephants hate chilli!

For More Information, Contact:

Ray Victurine

WCS

Rvicturine@wcs.org

Cheetah Country Beef



COEX: Sharing the Land with Wildlife



The DuPuis Group



Enterprise Works/VITA



Snow Leopard Trust



Tiger Friendly



Wildlife Conservation Society



Wildlife Works, Inc.



Thank You

For more information on any of the material in this presentation contact

EnterpriseWorks/VITA

1825 Connecticut Avenue NW, Suite 630

Washington, DC 20009, USA

Contact: Ann Koontz

Koontzann@enterpriseworks.org

www.enterpriseworks.org



EnterpriseWorks/VITA

Fighting Poverty With Profit