



## ***Conservation Certification and Product Branding - The Case of Wildlife Friendly Certification***

# **TRANS**LINKS



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# Panel Overview

- ❑ **Eco-labeling of wildlife conservation**  
*Dr. Adrian Treves*
- ❑ **Overview of WFEN and WF Certification**  
*Ann Koontz*
- ❑ **WF Enterprise Cases**  
*Dr. Helen Crowley*
- ❑ **Reception in the Market –**  
*Steven Dupuis*



# Eco-labeling and Market-based Financing of Wildlife Conservation

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# Conceptual Framework for Conservation Action

A component of biodiversity needing conservation

Direct interventions restore or recover wildlife directly (e.g., reintroduction, restoration, remediation)

Manufacturing, production, or collection threatens habitats or wildlife.

Direct interventions prevent or stop threats (e.g., enforcement, interdiction, prevention)

Producers are unaware, lack alternatives, or lack incentives.

Indirect interventions change attitudes, provide alternatives, or raise awareness



“Protective” eco-labels certify wildlife conservation.



“Persuasive” eco-labels certify best practices.



“Supportive” eco-labels certify donations to conservation groups.

# Certification and Eco-labels

1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Party



# Eco-label Challenges

- ❑ Can they reach new consumers and markets?
- ❑ Can they win premium pricing?
- ❑ Can they verify compliance nimbly and cost-effectively?
- ❑ How do we define wildlife Success?





# The Case of Wildlife Friendly®





# What is WFEN

- ❑ The Wildlife Friendly Enterprise Network (WFEN) 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
- ❑ Offers Wildlife Friendly® Certification
- ❑ Consolidates lessons on best enterprise development and wildlife protection, biodiversity conservation and monitoring practices from around the world



# Founding Partners

Launched from 2007 White Oak Meeting



# What is Certified Wildlife Friendly®

The only certification label that conserves threatened wildlife and their habitats while contributing to the economic vitality of rural communities.

WF Principles:

Wildlife Conservation

Economic Well Being

Accountability





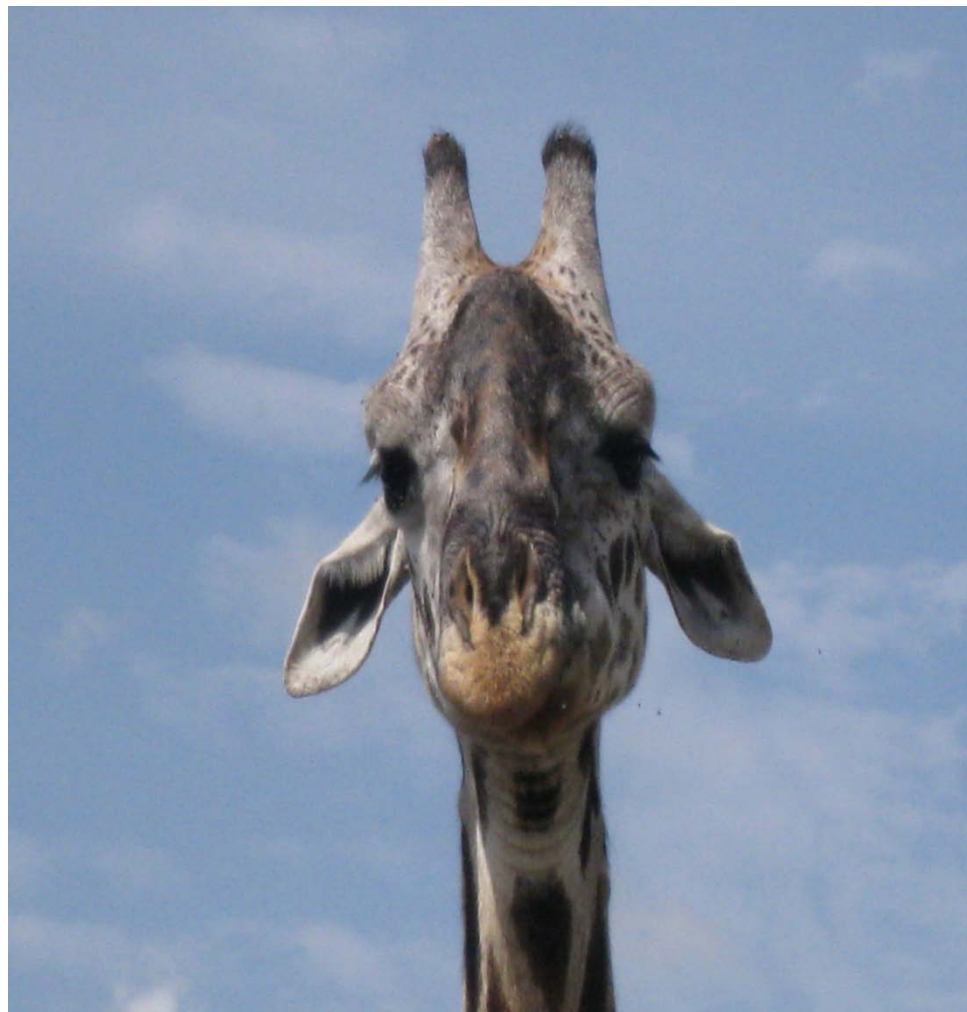
# The Development of Standards



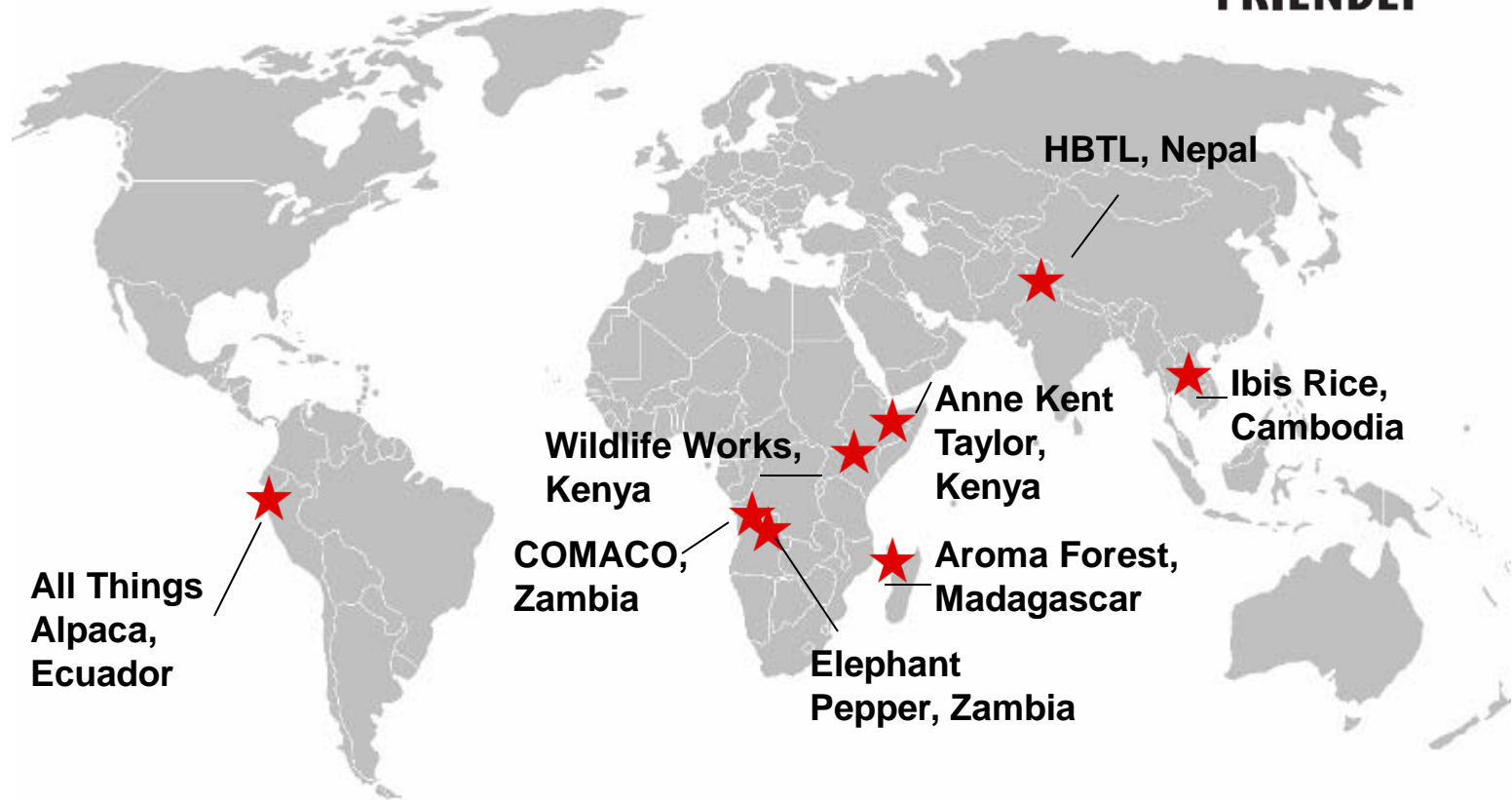
- ❑ The product contributes directly to in situ conservation of key species and their habitat.
- ❑ Production has a positive impact on the local economy.
- ❑ Individuals or communities living with wildlife participate in the production, harvest, processing or manufacture of the product.
- ❑ The product's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

# Building Brand Reputation

- ❑ Wildlife Friendly®  
Immerging initiative of ISEAL
- ❑ Wildlife Friendly®  
registered on eco-label transparency initiative
- ❑ Certified enterprises hold other internationally recognized third party certifications – FSC, organic, fair trade, cradle to cradle
- ❑ Trust provider for World of Good by Ebay



# WF Certified Enterprises



# Range of Products

- ❑ Domestic/Regional Markets and International Markets
- ❑ Types of Products – Food, Fiber, Apparel and Accessories. Handicrafts, Briquettes, Essential Oils





# Ibis Rice - Cambodia



# All Things Alpaca - Ecuador

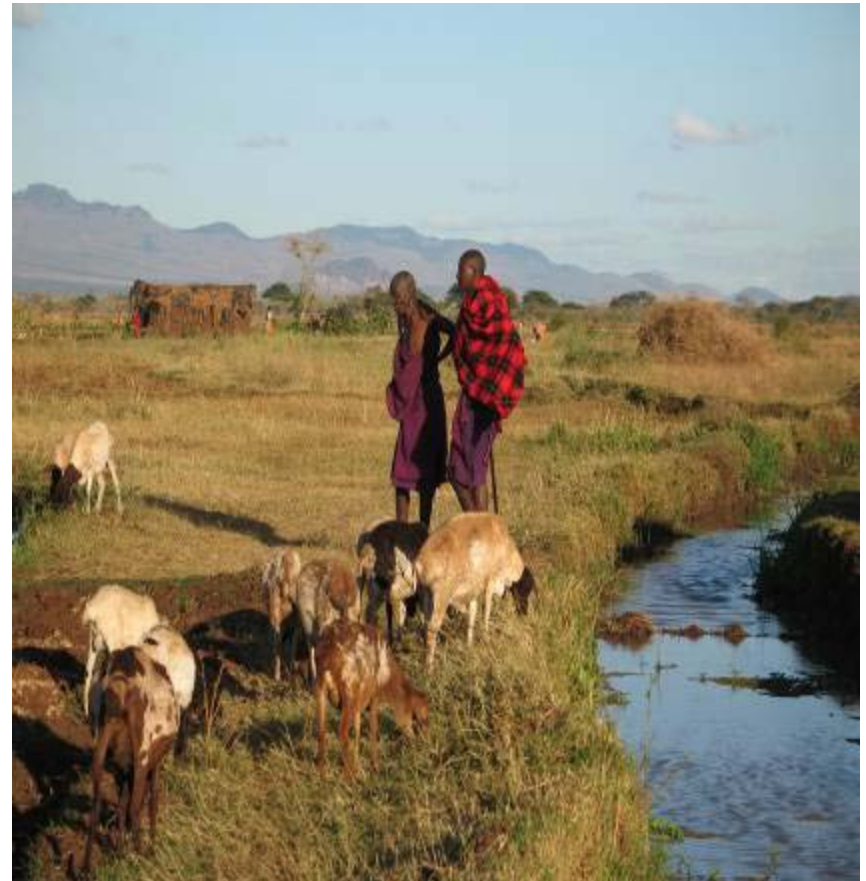


# Elephant Pepper - Zambia



# Learning from Applicants

- ❑ Dynamics Encountered in Protecting Key Wildlife and Biodiversity
  - Range of community attitudes toward specific wildlife
  - The importance of habitat protection in protecting key species
  - Integrating innovative monitoring methods
  - The power of the market to influence conservation at a local level
  - A small project's ability to influence outside behavior concerning wildlife and biodiversity conservation





# Learning from Applicants

## □ Market Access Strategies

- Over 75% of applicants have some experience in international markets, but all want to improve access
- Business basics – export and import rules, transport options, overseas warehousing and distributors are biggest challenges
- Lack of knowledge on market trends and best ways to access niche markets cited as areas that applicants need assistance

Hand Made Papers



Essential Oils



QuickTime™ and a decompressor are needed to see this picture.



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# **Economic Evolution**

- **Raw Material Economy**
- **Goods Economy**
- **Service Economy**
- **Experience Economy**
- **Social Conscious Economy**

# Social Trends

Speeding UP

Anxiety

Global and Local

Networked

Personalization

Authenticity

Happiness

# 80% of purchase decisions are made at shelf

The End of Advertising as We Know It



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# Looking to the Future

- ❑ Building the Wildlife Friendly® Brand
- ❑ Bringing more groups into the certification
- ❑ Expanding the marketing options for Wildlife Friendly® Products





[www.wildlifefriendly.org](http://www.wildlifefriendly.org)

[www.EnterpriseWorks.org](http://www.EnterpriseWorks.org)