



AFRICAN WILDLIFE FOUNDATION®

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Conservation Enterprise

Many rural communities in the wildlife-rich landscapes of Africa face a simple dilemma: find a creative way to benefit from the presence of wildlife or convert the land to another form of production. The African Wildlife Foundation's conservation enterprise strategy strives to help local communities undertake business ventures that support both their livelihoods and wildlife conservation.

Conservation Enterprise at Work

The African Wildlife Foundation (AWF) is engaged in dozens of conservation enterprises with communities across AWF's eight African Heartlands. Representing investments of several million dollars collectively, these projects promote conservation tourism, culture-based tourism, livestock and fisheries management, traditional handicrafts craft-making, shipping projects, and non-timber forest products.

AWF is selective in the ventures it supports. All projects pass through a proven development process led by a team of experts in business planning, law, ecology and community development. Conservation scientists ensure projects contribute to wildlife conservation. Socio-economic experts examine community benefits and cultural issues. Legal issues are vetted. A project's commercial and financial elements are scrutinized. No matter how compelling the conservation case, a venture must be commercially viable to move forward.

Congo Shipping Project

The Sanctuary at Ol Lentille

Sabyinyo Silverback Lodge

Starbucks Coffee Bean Project



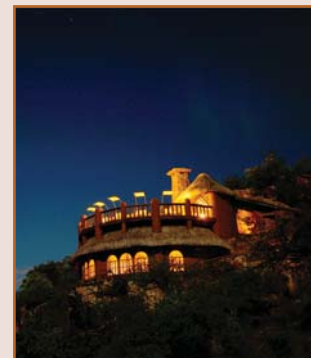


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Take a look at some of the successful conservation enterprises happening in the African Heartlands:

■ The Sanctuary at Ol Lentille, Kenya

The Sanctuary at Ol Lentille, a world-class safari lodge in northern Kenya, signals a brighter future for the local Kijabe community. With support from AWF, USAID and the European Union's Tourism Trust Fund, the community secured ownership of Ol Lentille and established a long-term partnership with Regensis, a private conservation tourism company. Regensis will manage the tourism business and the 6,500-acre conservancy on which the lodge is situated. The Kijabe community is fully engaged in Ol Lentille's operations and many were hired for the lodge's construction. Local women are developing and expanding craft businesses, obtaining job training and building a Maasai cultural village. To ensure that this property thrives sustainably, AWF brokered the Kijabe Trust as a vehicle for joint participatory management of the lodge. AWF serves as a trustee and provides the community with fiscal and administrative guidance on how to equitably manage and share the benefits accruing from the lodge.



■ Congo Shipping Project, Democratic Republic of Congo

To help farmers return to their fields – and lessen their impact on the forests – AWF initiated the return of a cargo boat to the Congo and Maringa Rivers. This innovative approach was the outcome of a socio-economic study among Congolese farmers who cited lack of access to markets as the primary factor preventing them from cultivating and selling agricultural products. At one time, farmers living along these river banks had enjoyed the benefits of healthy crops. But, the destruction of infrastructure during war forced farmers to abandon their fields in search of food – including threatened wildlife. In 2005, AWF partnered with a cargo barge operator to reactivate commercial transport on the Congo and Maringa Rivers. The cargo barge made its first round trip (3,200 kilometers) in 2005. Plans for future trips are in the works, bringing great hope to both farmers and bonobos.

■ Sabyinyo Silverback Lodge, Rwanda

AWF helped the Kinigi community develop the Sabyinyo Silverback Lodge, a high-end, 16-bed lodge on the community land adjacent to Volcanoes National Park, home to the mountain gorillas. AWF successfully brokered a deal for the lodge's development with the Kinigi community, which owns the land, and several other parties. In addition, AWF helped minimize the community's financial risk by structuring a loan so that interest payments are only triggered by income. In business terms, this is a "subordinated equity deal." In conservation terms, it is a precedent that could open the way for conservation tourism development across the continent. Availability of exclusive accommodations attracts more guests to national parks, encourages longer stays, provides communities with a marketable tourism product and contributes to management funds for protected area authorities through increased gate collections and fees from gorilla permits.



■ Starbucks Coffee Project, Kenya

Starbucks Coffee Company and AWF are partnering in the "African Heartland Coffee Project" which aims to reverse deforestation of the Mt. Kenya forest and aid in water catchment by helping to improve both the quality and quantity of coffee. The project is improving livelihoods for smallholder farmers, and enhancing natural resource conservation in the Kilimanjaro and Samburu Heartlands. AWF is working with Starbucks to adapt the coffee company's C.A.F.E. (Coffee and Farmer Equity) Practices for the region. These practices are designed to help coffee buyers and coffee farmers ensure high-quality coffee, promote equitable relationships with farmers, workers and communities, and protect the environment. By growing coffee in accordance with these practices, farmers will eventually enjoy premium pricing and credit extensions that can help their business grow.

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Headquarters

Britak Centre
Mara Ragati Road
P.O. Box 48177, 00100
NAIROBI, KENYA
Tel: +254 20 2710367
Fax: +254 20 2710372
africanwildlife@awfke.org

Washington DC, Office

1400 Sixteenth Street, NW
Suite 120
WASHINGTON, D.C. 20036,
U.S.A.
Tel: +1 202 939 3333
Toll free: +1 888 494 5354
africanwildlife@awf.org

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