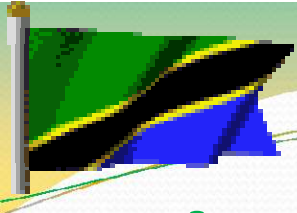




Environmental Conservation for Wildlife and Community Enterprise (ECOWICE)

PROVISION OF INCENTIVES THROUGH CONSERVATION BASED MARKET

PRESENTER: F. Ezekiel



Biodiversity loss and conservation in Tanzania

Current rate of biodiversity loss;

- Very serious such that it overcome existing conservation approaches



Biodiversity loss cont.....

Poaching;

- Alarming extinction of different species i.e. Elephant and rhino.





(Source; EIA 2014)

Biodiversity loss cont.....

Habitat destruction;

- Tree cutting for charcoal, timber production and firewood.



Biodiversity loss cont.....

Efforts to reduce;

- Cannot keep pace with the increasing demand on biological resources.



Poverty

Main reason for local people to hunt and cut trees illegally;

- To obtain quick cash for sustaining their needs



Poverty cont.....

Our response toward this;

- Arresting, imprisoning or sometimes killing them.





Poverty cont.....

This can be the solution;

But imagine if it could be you;

- Staying from morning to evening without a shilling for Kerosene, salt and clothes
- Paying medical treatment for your pregnant wife, paying school fees and school uniforms for your children.



Poverty cont.....

- Don't forget about Poor crop productivity due to limited infertile land and destruction by wild animals.

Will you sit and see how your family is starving?

- The answer is absolutely no.



Poverty cont.....

We can defend ourselves that we are not the cause of their poverty, But;

- Are we not the ones who evicted them from their vast land which they might cultivate and harvest more?
- Are we not the ones who restrict them to hunt and collect firewood?



Poverty cont.....

Reacting toward this;

- Hunting and cutting trees illegally and sometimes convinced easily by illegal traders of biological resource to hunt wild animals



Poverty cont.....

At early times;

- They managed to conserve wildlife while cultivating, hunting, collecting firewood and keeping livestock .
- That's why when we were born we found a lot of biodiversity surviving.



Incentives

- To comfort and motivate local people to conserve biodiversity
- Park outreach programs and WMAs (community level), provide incentives such as building schools, dispensaries, books e.t.c. at

Expectations ;

- The whole community to become motivated and conserve wildlife.



Incentive cont.....

Remember; the community is very diverse;

- Not all people will directly benefit from building school.
- Even when benefiting, they will still need to buy school uniform and pay school fees.



Incentive cont.....

Before providing these incentives;

- We must think first on the reason of people to enter in the bush and hunt or cut tree.
- Instead of spending a lot of resources for supporting the community which later return to the bush to look for cash.



Incentive cont.....

People enter into the bush mostly for cash benefits, if so;

- Why don't we integrate these incentives with cash benefits?
- We need to do it.



Incentive cont.....

Provision of skills for alternative income generating activities;

- Inaccessibility and lack of market is a very big challenge to villagers (Sengelela 2013).
- Most villages are very far from the highway, inaccessible roads which is difficult for villagers to sell their crops.



Incentive cont.....

- Alternatively they sell their crops to local traders at a very disappointing price.
- This has discouraged villagers and most of them return to use wildlife as an alternative to obtain quick cash.



Conservation based market

Solving the problem of market;

- Provision of incentives through market by addressing conservation interests.
- Every body in the community is engaged
- The community will recognize the value of biodiversity and will be motivated to conserve biodiversity.



ECOWICE model of conservation based market

i. Training for Alternative income generating activities

Example; Mushroom farming and poultry

- Help to reduce pressure on land use.



ECOWICE model cont.....

ii. Training for Sustainable farming methods;

For food security and income;

- Use of organic manure from mushroom farming residues and agro forestry tree leaves.
- Use of legume cover crops i.e beans to reduce weeds and improve soil fertility.



ECOWICE model cont.....

- Intercropping with agro forestry tree species to increase soil fertility.
- Fire break around farms to prevent from burning.
- Crops rotation between cereals and legume crops



ECOWICE model cont.....

Household registration and contract

- Register each household in the village.
- ECOWICE members sign special written contract which require them to;
 - a. Abandon illegal utilization of wildlife resources.
 - b. Surrender firearms, snares and chainsaw.



Price arrangement

Arrangement of a fair buying price under the following conditions;

- The enterprise survival
- Competition with other markets
- Contribution from protected areas.



Fair price

- It is the price which is higher compared to normal market price containing income generated from wildlife;
- It addresses the economic value of biodiversity.



ECOWICE Model cont.....

Buying of crops and selling finished products.

Buying process

- Both ECOWICE and non-ECOWICE members to satisfy industry demand.
- However, ECOWICE members have a fair price while non-ECOWICE members, normal market price.



ECOWICE model cont.....

Processing activities

- Local industry for processing and packaging;
- Machines to produce maize flour and rice. Processing of mushroom .
- Packaging of products into special bags that with special brand name of threatened species i.e.' *save elephant!* to emphasizes conservation to consumers.



ECOWICE model cont.....

Transportation

- Trucks to transport products to consumers in urban.

Selling strategies

- Sells and marketing team to prepare different sales and promotion plans ensure that goods of the enterprise are sold in the country and internationally.



ECOWICE model cont.....

Profit

- Used to buy crops, expanding the enterprise technology and paying salaries.



Sustainability

- **Fairness in pricing and offering;** To ensure high volume of crops from villagers that will satisfy processing industry demand.
- **Grants finding;** Donors, organizations and any individual interested in conservation and development.
- **Membership contribution**



Conservation gains

- Decrease in illegal utilization of wildlife resources.
- Surrender snares and firearms
- Promotion of environmental friendly farming practices i.e sustainable farming methods and mushroom farming.
- Provision of clear intelligence information



Development gains

- Market assurance with fair price
- High crop productivity
- Employment.
- Women empowerment



CURRENT PROJECT-Mushroom project at Magadu Village

Aims;

- To train members
- To study the market



Why mushroom cultivation?

- Alternative income generating activity
- Environmental cleaner (maize cobs, rice straw, banana leaves e.t.c).
- Require small piece of land
- Little or no use of pesticides and herbicides
- Require small capital to run
- Short production cycles

Mushroom house construction

On September 2014 with a initial capital contributed by members



Cultivation



Harvesting and post harvest handling

First flush (3 months); 108 kgs

Expected harvest per year; 432 kgs



Packaging

- Packaged mushrooms with brand name '*save elephant*', the threatened specie.





Sells and Marketing

Amount sold; **100 kgs**

Profit for three months; Tshs **700,000**

Expected profit per year; Tshs **3,024,000**



Sells and marketing cont.....

Our customers;

- Individuals
- Supermarket
- Hotels
- Diabetes and heart disease patients



Challenges

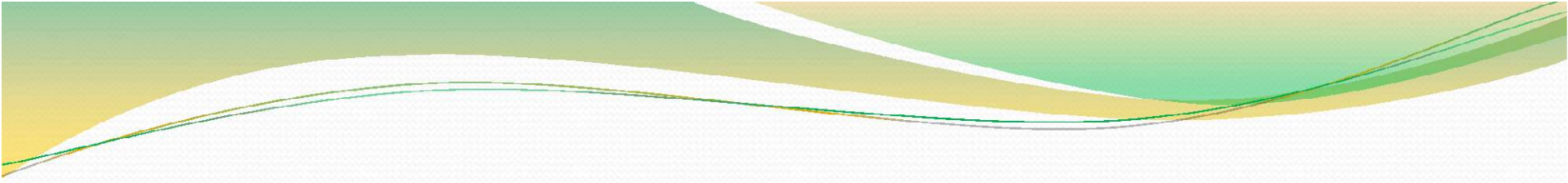
- **Lack of financial support**; training, construction of mushroom house, salaries, transport, capital for buying crops
- **Lack of agriculture and food processing expertise**
- **Lack of awareness on the importance of consuming mushroom**
- **Perish ability of the product**
- **Pests**



Next on the project

Mbarang'andu WMA- Selous Game reserve *(Wildlife and uranium hotspot)*

- The seven villages; Kitanda, Narubecha, Likuyu, Sekamaganga, Songambebe, Mchomoro, Kilimaseru and Mtela-Wamwahi.

- 
- Through the model of conservation based market poachers will be changed to become entrepreneurs and abandon illegal utilization of biological resources.
 - More cost efficient and will reduce costs of fuel for ant-poaching patrol and costs of running cases in the court.

Thanks for listening!!!!

