



# Conservation-Based Entrepreneurship

## Enhancing Resilience of Ecosystems, People & Biodiversity [Olifants Catchment]

# PROJECT SUMMARY



# Project partners

## The Institute of Natural Resources

The Institute of Natural Resources (INR) is an applied research organization. The INR is a recognized knowledge provider, strategic and operational supporter, capacity developer, and advocate for the natural resource and environmental management sectors in southern Africa.

Partnering with government, civil society, the private sector and other leading research organizations, the INR develops cutting edge solutions to support the resolution of natural resource challenges; provides advice to practitioners, researchers and policy makers; integrates effort; builds the capacity of graduate professionals to operate effectively in the workplace; and advocates an environmentally secure future for all. The INR is an independent, non-profit, public benefit organization committed to serving the people of southern Africa.

Organizationally the INR's work is arranged into a series of interlinked thematic areas:

- Adaptation and Resilience
- Agriculture and Rural Livelihoods
- Environmental Governance and Sustainability
- Ecosystems



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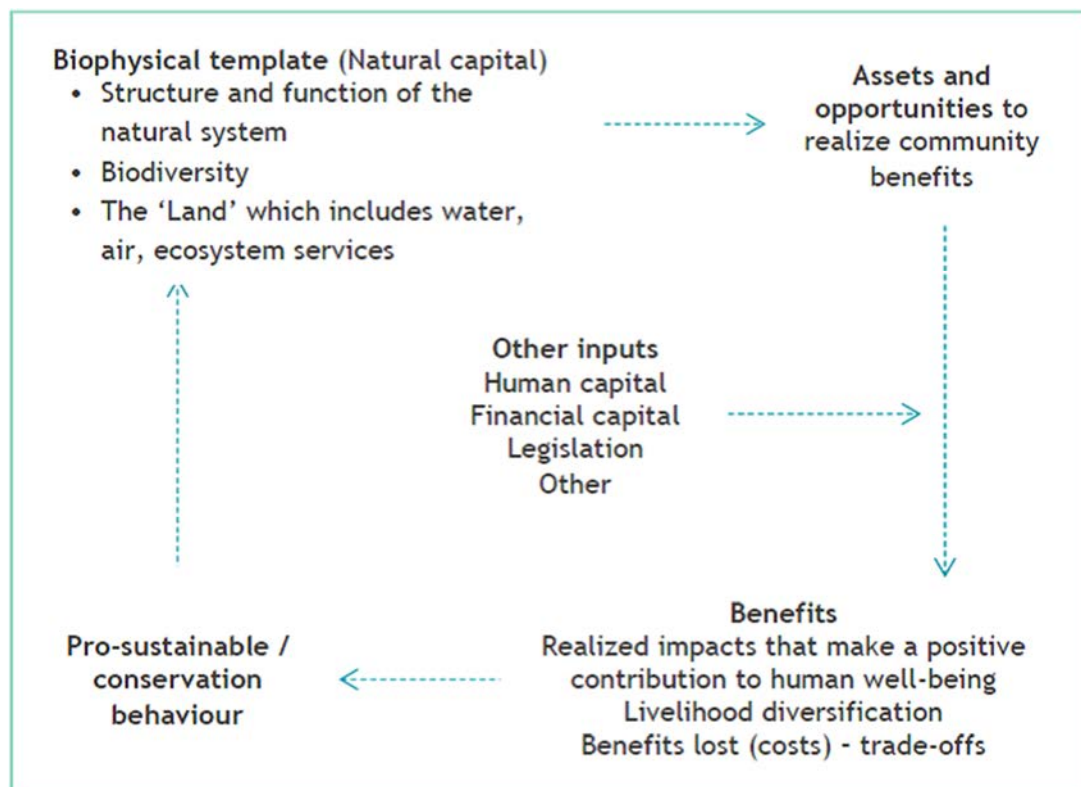
# Introduction

**Conservation-based entrepreneurship (CbE)** provides a mechanism for pursuing the dual goals of conservation and sustainable development (socio-economic resilience building).

Conservation-based initiatives incorporate both:

- Entrepreneurship based on formal conservation initiatives such as protected area management and biodiversity conservation initiatives; and more broadly
- Entrepreneurship related to conservation and restoration of ecosystems and the maintenance of ecosystem services through community based natural resource management.

Protected areas and priority ecosystems hold great potential to support conservation-based entrepreneurship opportunities that can contribute to the biodiversity conservation and climate change adaptation, as well as building resilience of the livelihoods of local communities.



*Nature and biodiversity conservation through realising (recognising and harnessing) the benefits of nature*

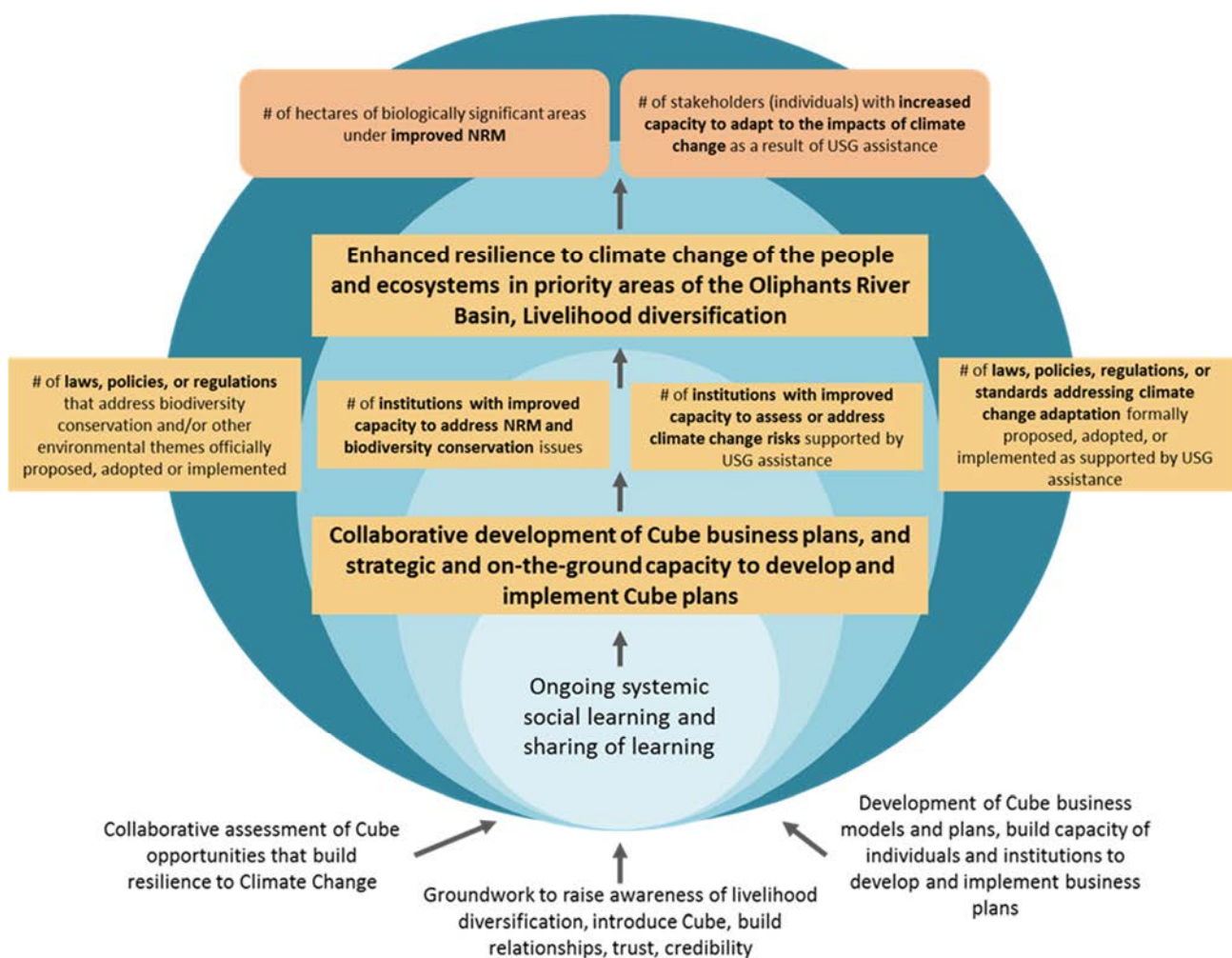
Conservation-based enterprises can influence the way people use natural resources and manage the environment by changing the extent to which people benefit from or experience the cost associated with the sustainable management of natural resources and the environment. Conservation-based enterprises can therefore provide incentives that will induce a change in the behaviour of people to improve the way they use and manage their environment and natural resources, by targeting the needs and development priorities of the people or community. The effectiveness of conservation-based entrepreneurship initiatives is however determined by a range of factors such as the impact and sustainability of the benefits generated, and whether they complement the social, political and economic contexts as well as building resilience of the livelihoods of local communities.

# Project Purpose

The aim of the project was to unlock the potential of CbE in the Olifants Basin to enhance biodiversity conservation and reduce vulnerability to climate change.

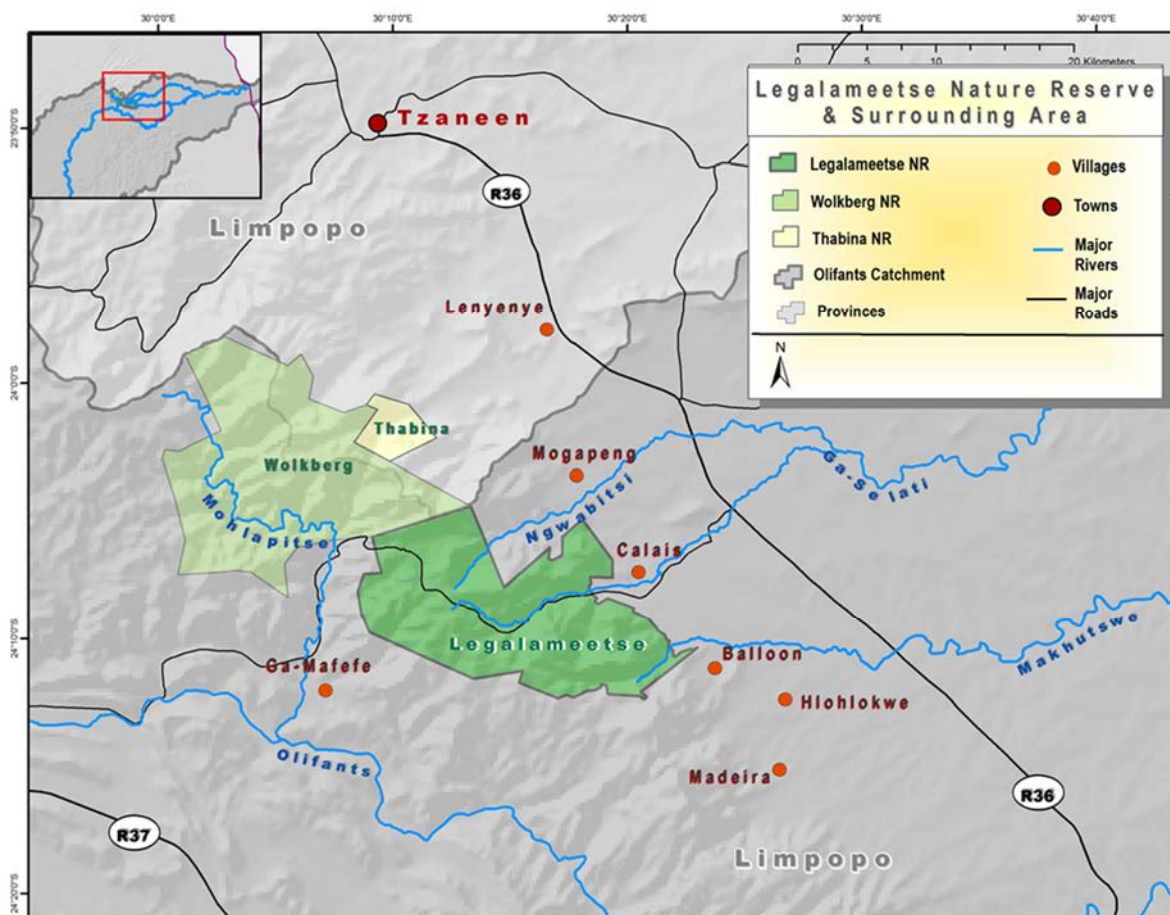
The key objectives of the project were to:

- Identify the scope and opportunity for CbE in the priority areas in the Olifants Basin
- Develop concepts and models for harnessing the CbE opportunities to support the dual goals of conservation and sustainable development in priority areas of the Olifants Basin
- Develop a basin level CbE approach that can help to create an enabling environment for the incorporation of CbE as a strategy for local economic development
- Enhance capacity of stakeholders to incorporate CbE into development planning and establish partnerships for operationalising meaningful opportunities





# Activities



The project activities were divided into two phases:

## Phase 1

Scoping and encumbrance survey at the three pilot sites:

- 1.1. Engage local stakeholders at each of the three pilot sites;
- 1.2. Scope potential CbE opportunities;
- 1.3. Conduct encumbrance survey each pilot site.

## Phase 2

CbE concept development and enterprise planning:

- 2.1. Assess scope and scale of conservation-based entrepreneurship at pilot sites;
- 2.2. Conduct market assessment;
- 2.3. Identify and design concepts for conservation-based enterprises at each pilot site;
- 2.4. Develop business models for conservation-based enterprises concepts identified in Steps 2.3.

# Results

# 1

Production of guidelines for responsible natural resources-based beneficiation in the Lower Olifants River Catchment.



# 2

Three natural resource based beneficiation models for Legalameetse Nature Reserve drafted:



**Yellowwood Trail Festival**  
A weekend of adventure, culture and family friendly fun at the Yellowwood Trail Festival



**Yellowwood Adventure**  
This is an adventure trail suitable for mountain bikers (or long distance trail runners)



**A Hike of Historical Tales**  
This trail showcases the historical and cultural points of interest of the Nature Reserve

# 3

Draft guidance on beneficiation opportunities for Mametja - a preliminary review of Mametja agricultural beneficiation opportunities





# Recommendations

The activities undertaken during the sub-grant have highlighted that additional mentorship and support is required by the LMC if it is to successfully take the beneficiation models forward to implementation-ready initiatives.



A strong participatory approach was implemented in order to secure input and buy-in from key stakeholders as an approach to mitigate any potential risk that the project outcomes would not have stakeholder support. This approach proved to be successful as reflected in the stakeholder responses to the guideline and beneficiation models.

Momentum and interest has been gained among stakeholders around the Guidelines for Responsible Natural Resource-Based Beneficiation in the Lower Olifants River Catchment. Stakeholders are interested in continuing the engagement around these Guidelines and potentially looking at next steps in its implementation.





# award

The Association for Water and Rural Development

AWARD is a non-profit organisation specialising in participatory, research-based project implementation. Their work addresses issues of sustainability, inequity and poverty by building natural-resource management competence and supporting sustainable livelihoods. One of their current projects, supported by USAID, focuses on the Olifants River and the way in which people living in South Africa and Mozambique depend on the Olifants and its contributing waterways. It aims to improve water security and resource management in support of the healthy ecosystems to sustain livelihoods and resilient economic development in the catchment.

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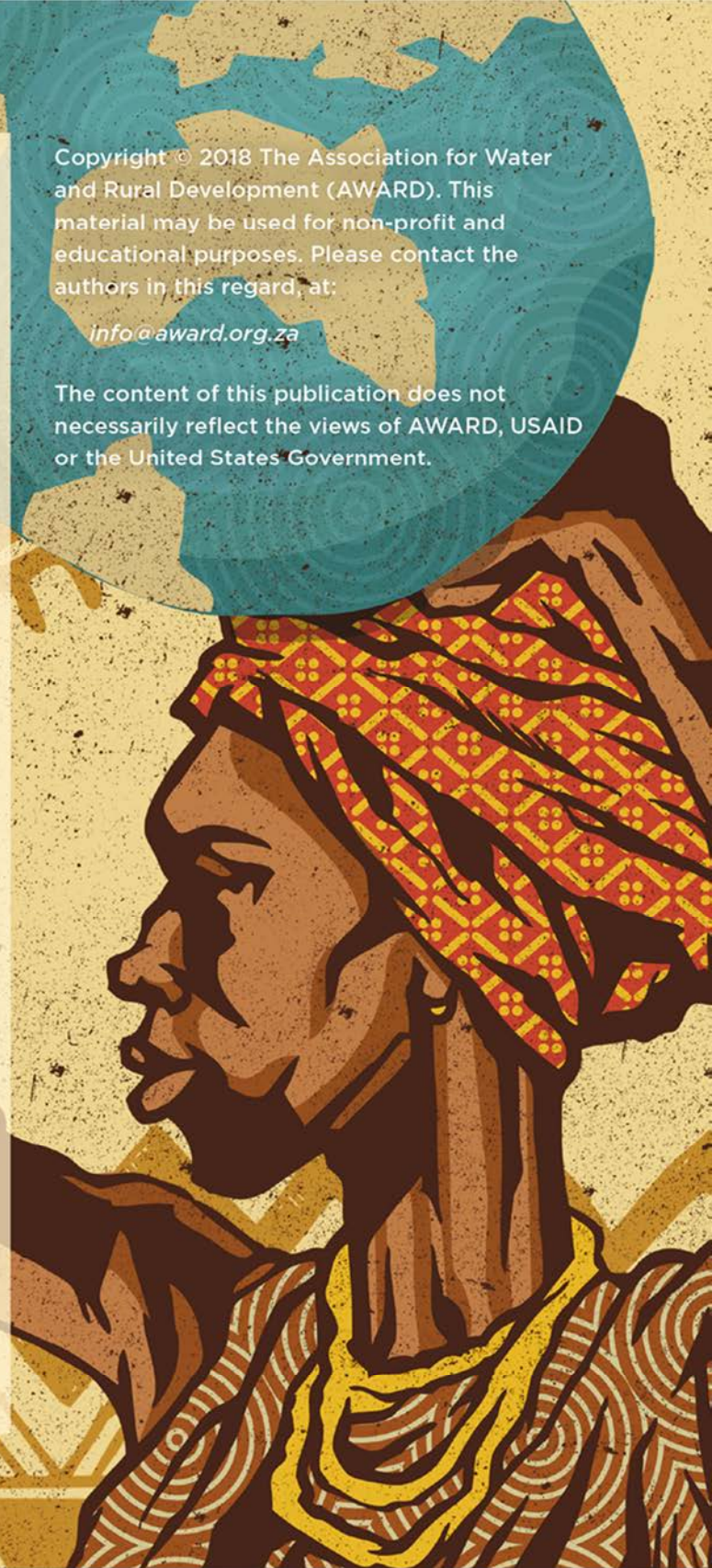
## About USAID: RESILIM-O

USAID: RESILIM-O focuses on the Olifants River Basin and the way in which people living in South Africa and Mozambique depend on the Olifants and its contributing waterways. It aims to improve water security and resource management in support of the healthy ecosystems that support livelihoods and resilient economic development in the catchment. The 5-year programme, involving the South African and Mozambican portions of the Olifants catchment, is being implemented by the Association for Water and Rural Development (AWARD) and is funded by USAID Southern Africa.

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