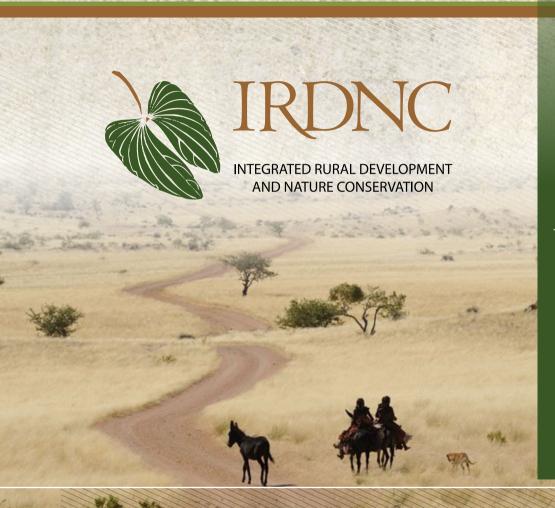




From little date seeds, great things are born.

– Namibian proverb



Pioneering one of the greatest conservation stories ever told - one with people at the centre.

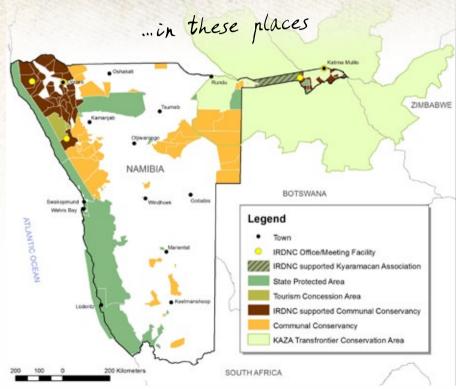


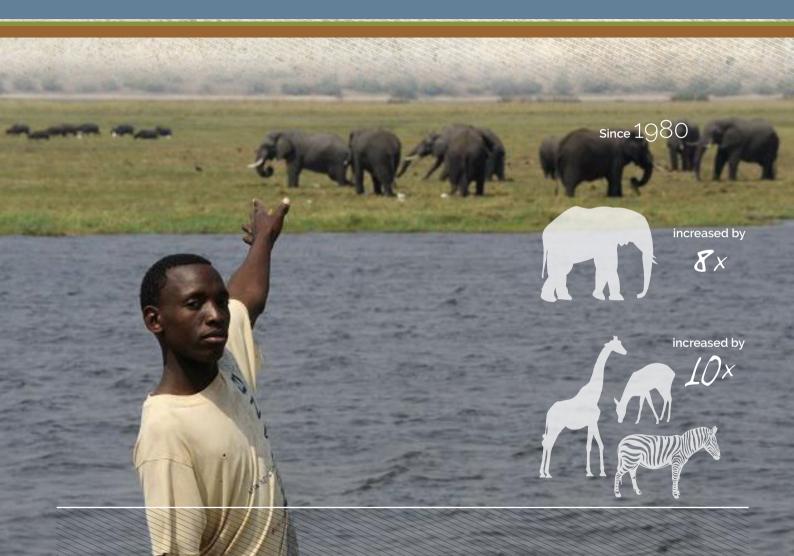
"We will be ashamed to show our grandchildren pictures of wild animals in books and tell them we had them all here but killed them."

- Subia man, Kasika Conservancy

### Our work covers...

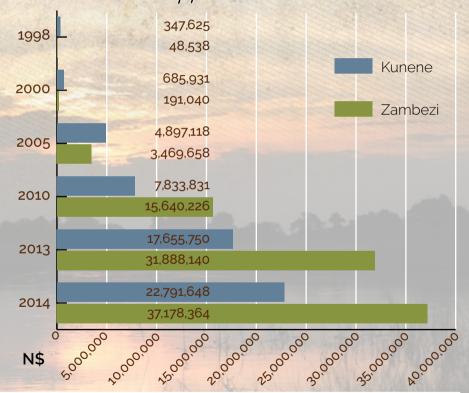
46 conservancies, with 93,846 residents, across 43,309 km²





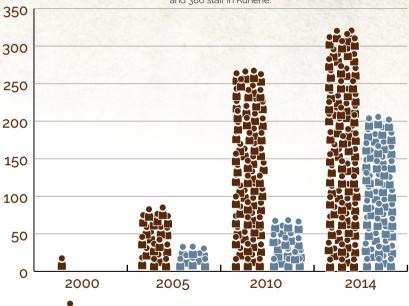


# Conservancy earned income for IRDNC-supported conservancies



# People employed by IRDNC-supported \* conservancy enterprises 2000 - 2014 \*

\*These figures represent people employed by conservancy enterprises and do not include conservancy staff. In 2014 conservancies employed 707 staff in Zambezi and 386 staff in Kunene.



People employed by Zambezi conservancy enterprises

People employed by Kunene conservancy enterprises



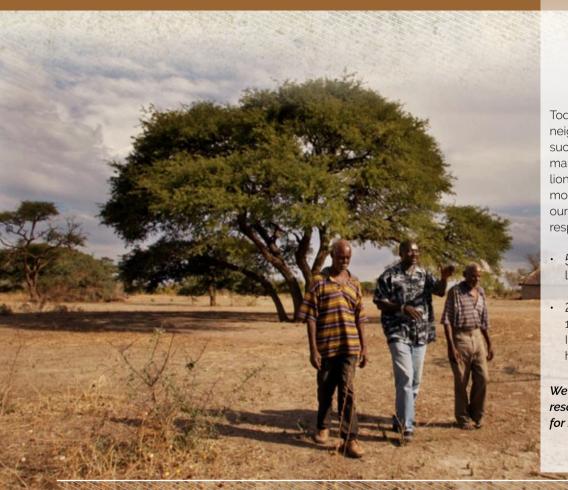


IRDNC has pioneered one of Africa's leading models of community-based natural resource management (CBNRM)

IRDNC exists to facilitate and empower rural communities in Namibia and adjacent countries to manage and utilize wildlife and other natural resources sustainably, as the foundation of rural economies, biodiversity conservation and strong local governance institutions. This has been done primarily through community conservancies, a unique Namibian system that grants communities legal rights over wildlife, including all revenues generated by tourism and sustainable utilisation. Today IRDNC

is increasingly focused on integrating community wildlife management with other key resources such as forests, fisheries, rangelands and water.

Since our earliest days, IRDNC's purpose has been to link conservation to the social and economic development of the people who live with wildlife and other valuable resources. Over time, we realized that building the capacity of people and growing a strong civil society would also advance conservation outcomes



Today, Namibia and our neighbours face new challenges, such as the rapacious external markets for ivory, rhino horn and lion parts. IRDNC has never been more relevant. We are adapting our own approach and priorities to respond to these new challenges.

- 55 Staff members 11 different languages
- 23 awards and prizes since 1990, recognizing and honoring IRDNC's conservation and livelihoods contributions

We believe that a healthy natural resource base lays a foundation for rural development.

Wildlife

belongs to the state; widespread illegal commercial and subsistence hunting, combined with a severe drought, reduce once rich wildlife numbers in Namibia's northwest.



A small team of conservationists, some of

whom go on to found IRDNC, forge a pioneering partnership with community leaders to stop poaching. Local leaders appoint the first community game guards who aim is to 'stop' poaching, not merely 'catch' poachers.

## a Brief History

IRDNC begins
the Puros project
which is the
first community enterprise in
Namibia to earn
income from
wildlife through
a bed night levy
from tourism.



Namibia's newly independent government embraces a community-based approach to conservation. IRDNC is invited to start work-

ing in the Zambezi Region as well as its long-term Kunene Region programme.



IRDNC helps a community establish the country's first resident's trust - this

later becomes the Torra Conservancy once enabling legislation gets passed.



Damaraland Camp, facilitated by IRDNC and early partners, opens in the emerging Torra Conservancy and becomes the first joint venture tourism partnership between a community and the private sector (Wilderness Safaris) in Namibia.

Namibian legislation is amended to allow for the establishment of communal conservancies. Two years later the first four conservancies are registered.

......

1980 1982 1987 1990 1993 1995 1996



IRDNC begins to promote transboundary natural resource management collaboration between communities in the Caprivi (now Zambezi) Region and their neighbours, leading to the formation of four Transboundary Natural Resource Management Community Forums in 2004.





The National CBNRM

CBNRM
Policy is launched by the Ministry of
Environment and Tourism. The policy
creates the needed framework
for a more integrated approach to
community-based natural resource
management.

The Namibian
Association of
CommunityBased Natural
Resource

Management Support Organisations (NACSO) is formed (first called the CBNRM Association of Namibia), with IRDNC as a founding member. 66 registered conservancies generate almost N\$50 million (USD \$4.2 million) in revenue.



79 registered conservancies and 32 registered community forests generate N\$72.2 (U\$6.1 million) in income.



By mid-2015 there are 82 gazetted conservancies.

1990s

2000

2001

2011

2013

2015



# Our story: From elephant killing to protecting, the story of Puros Conservancy

In the 1980's the Himba living in Puros honoured important men at their funerals with a chant that included the line: "It takes a very great heart to kill an elephant." Today, that song has changed: "It takes a very great heart to protect an elephant."

This change came about after a small community project that started in 1987 grew into something of a national movement. A tour operator paid a small bed-night levy for his guests to camp in Puros, and in return the residents became caretakers of the wildlife. The families

in Puros shared the money equally, and IRDNC's first staff members helped ensure the community understood the link between this benefit and the wildlife. Animals started to rebound and even elephants long gone from Puros - returned. This approach to conservation where communities benefit from managing their resources - became a model across the country. And in 1996, in part due to examples like Puros, a national policy was enacted to allow communities to benefit from wildlife and tourism by forming conservancies.





Today, Puros is a registered conservancy with three of its own businesses - a campsite, a mid-level self-catering lodge and a Himba traditional village and craft market. It has benefitsharing contracts with a nearby luxury lodge and a high-quality tented camp. Puros also earns annual income from a small trophy-hunting contract and has the right to a controlled amount of game utilisation. Of the 300 residents in this conservancy, the majority of adult members who want a job, have one, in either tourism or in the conservancy itself. And in an area where water, infrastructure and services are scarce, Puros has a school, a shop and piped water and taps.



### Our approach Tackling critical natural resource issues Sustainable conservation through community local capacity and action Promoting Learning and sharing lessons IRDNC's work rests on 3 fundamental pillars: Natural resource conservation · Livelihood and enterprise development · Strong local governance

Start your farming (and conservation) with people, not cattle

This is what we know: It's never just about what should be done. It's about why, how and who does it. If communities participate in making decisions about how to use and manage their natural resources, they are likely to have ownership of plans and therefore will implement and support them. This does not mean sitting back and letting the process run its course – we are all equal partners and the more participatory a process, the stronger and more skilled our facilitators need to be.

## Strategic Goals

Our Priority Areas and Goals for the Next Decade (2015-2025)

#### **Priority Areas**

 Diversifying and integrating Community-Based Natural Resource Management (CBNRM) - enabling communities to integrate the management of wildlife, forests, rangelands, fisheries and other natural resource management and resource-based economic activities.

2. Revitalizing community governance- with a particular focus of strengthening and mobilising the membership of conservancies to play a greater role in the oversight and leadership of their areas.

#### Goals

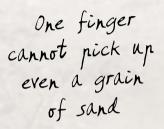
By 2025, at least 80% of all Kunene and Zambezi Region conservancies will have integrated land-use and natural resource governance strategies implemented that optimise sustainable resource management and benefits for users.

>>

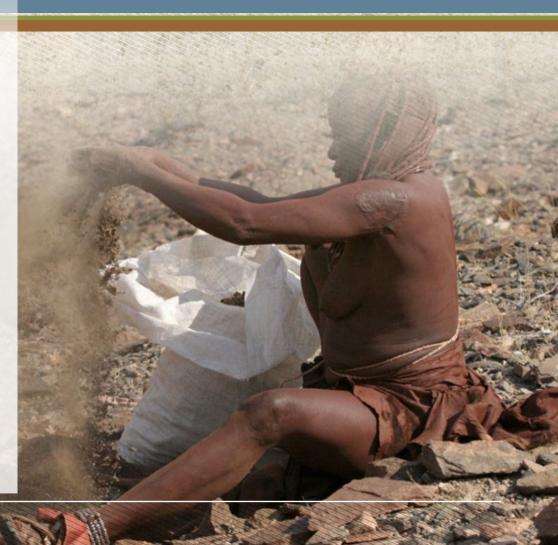
All conservancy members understand and are empowered to enforce their constitutions, especially with regard to financial decisions. At least 70% of conservancies that earn income have skilled managers who participate in a leadership.

70% of conservancies that earn income have skilled managers who participate in a leadership development programme.
 All conservancies have active programmes for engaging women and youth.

	3. Increasing benefits to households and individuals - working to ensure that the growing revenue and natural resource-based opportunities in conservancies and the wider rural landscape benefit conservancy members and other individuals directly.	<b>&gt;&gt;</b>	At least 50% of Kunene conservancies will generate enough revenue to provide benefits to members, 30% will earn enough to pay for their running costs and 20% will still require some external funding. At least 80% of Zambezi conservancies will generate enough revenue to provide benefits to members, 100% will earn enough to pay for their running costs and thereby be financially self-sufficient.
	4. Supporting transboundary natural resource management - with a focus on Kavango-Zambezi Transfrontier Conservation Area, achieve tangible progress in community-based natural resource management in communal lands in neighboring countries, particularly Zambia and Angola, and strengthening ties between communities in those countries and those in Zambezi Region.	>>	By 2025, CBNRM will be firmly entrenched in the policies and practice of all neighbouring states.
	5. Strengthening the constituency for CBNRM- revitalising the narrative around CBNRM both inside and outside of Namibia, including key actors in Namibia such as traditional authorities, politicians, and government agencies, as well as global audiences and decision-makers that influence the ability of Namibian communities to generate benefits from wildlife and other resources through trade and enterprise.	>>	By 2025, CBNRM principles will be recognised internationally as the only sustainable means to conserve nature outside of protected areas.



- African proverb





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