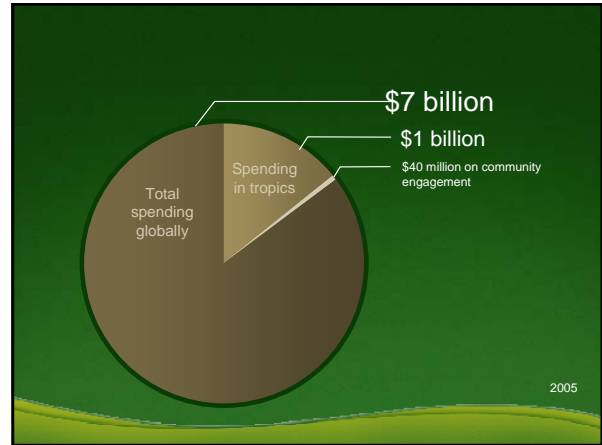


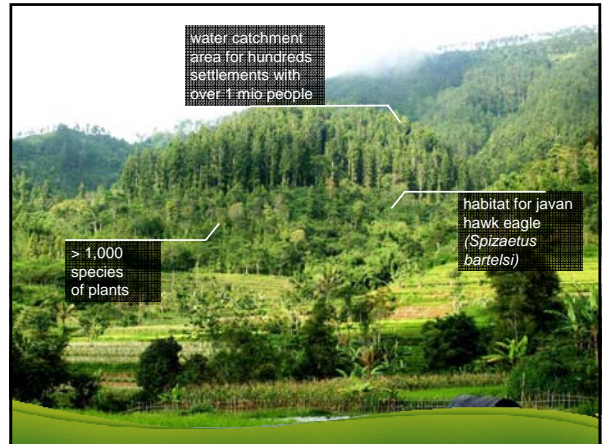
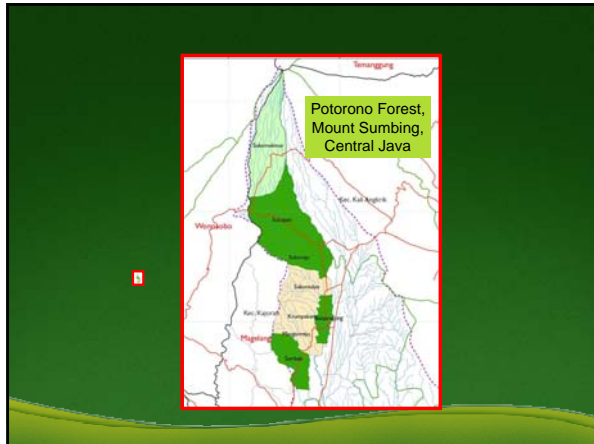


Local Communities' Disproportionate Influence on Biodiversity

Individual consumers Corporate Leaders Intl Trade Regulators National Gov't Local Communities

55% of the world's biodiversity is found in tropical forests, grasslands, and other natural areas...
are responsible for 80% of the world's population...





Threats

- Illegal logging
- Forest conversion
- Fuelwood collection
 - 8 villages, 4,000 households
 - > 20,000 m³/month



Raise awareness and changing behavior

- Specific conservation messages
- Building local constituent
- Remove barrier – provide alternative



Panji's Pride Campaign achieved

5029%

increased the productivity of the forest area of the biggest village (600-800 ha) forest area at no cost to the farmers



In Palawan, Philippines, two forested areas important as habitat for Philippine Cockatoo and pond turtle were declared as municipal protected areas following Indira's campaign. Tisha Nando was named as Time Asia Eco-Hero for the Year for slash-and-burn agriculture by establishing fruit and vegetable terraces. Indira's largest community recycling program.

Some lessons learned

- Local communities' role is critical
- Small investment high impact
- Need to scale-up



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