

MDG Posters

Guide

Each poster has the following seven elements:

- a) A brief description of the project.
- b) Key project results/impacts (presented in separate text boxes).
- c) A listing of the eight Millennium Goals, to which in turn the flags are linked, thus showing at a glance which goals are fostered by the project.
- d) Good Governance as an additional criteria to the list of MDGs.
- e) A brief statement of the (initial) situation from the perspective of the local population.
- f) Photos and if possible maps and graphs.
- g) List/logos of participating organisations.

The eight Millennium Goals are supplemented by “good governance” as a key development policy objective – one that is also enshrined in the Millennium Declaration. Hence without the political will of all stakeholders in policy and civil society, it will be impossible to achieve sustained improvement of the lives of the poor.

All together now

All organisations involved in the project, from which further information can be requested, are listed in the bottom right-hand corner of the poster. The posters thus foster coherence in

In the communities bordering on protected areas in Bolivia as well as at the United Nations in New York, actors at each level have to make “their” contribution to attaining the MDGs – whether it be by changing the political framework conditions or with concrete measures at local level.

development cooperation. For all actors participating in the project are also involved in the production of the posters – non-governmental organisations (NGOs), governmental organisations, UN Development Programme etc. In this way, a MDG project poster is always the outcome of a joint process of project analysis – down-to-earth harmonisation of development cooperation.

One poster instead of many reports

The graphic design and clear-cut presentation let the viewer see at a glance

- what results the project has achieved,
- what effects it has generated in the wider project setting, and
- which contributions it is making to the Millennium Goals.

The fundamental idea of the MDG posters is to reduce to the greatest extent possible the complexity of project issues and results for presentation. This renders the posters comprehensible to



everyone, although they continue to capture complex interrelationships such as the linkages between project results and Millennium Goals.

Moreover, the information contained in a poster can be assimilated rapidly. This can substitute a whole set of studies and reports in public awareness-raising work. A poster can be produced simply and at low cost and is visually attractive.

MDG posters thus allow project participants to present themselves with relatively little effort in an attractive fashion – to other communities, development experts, their donors, decision-makers, journalists and, not least, the wider public.

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NAMARES, Ecuador: How sustainable management methods can reduce poverty

In terms of total surface area of around 171,000 hectares, Ecuador has the greatest banana area in the world. The banana remained poor at the end of the 20th century and the banana growers had to leave their land. The banana growers had to leave their land because of the low productivity of the banana plantations. The banana growers had to leave their land because of the low productivity of the banana plantations. The banana growers had to leave their land because of the low productivity of the banana plantations.

What did we achieve?

- Between 2002 and 2004, the total banana production increased by 47% to 30,200 tonnes.
- Between 2002 and 2004, the number of banana growers increased from 400 to 1,070. 70 growers were certified by the National Institute for Organic Agriculture (INAO) in 2004.
- Between 2002 and 2004, the volume of high quality banana exports increased by 17%.
- In 2004, a total of 100 small farmers were certified as organic producers, an increase of 33%.
- Four cooperatives were established, contributing to the direct marketing of banana made at the local level.
- NAMARES supports the development of organic banana, providing for transport of organic and fair trade products to the EU.
- As a result, the NAMARES programme managed to reduce rural poverty in the banana area of 30,200 hectares of small and medium-sized producers.

The Millennium Development Goals

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development
9. Good governance

gtz | German Ministry for Economic Cooperation and Development

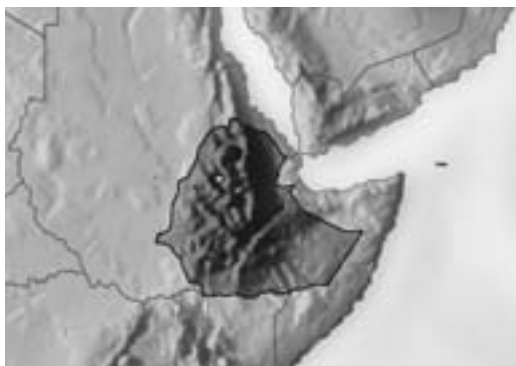
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- d) Good governance as an additional criteria to the list of MDGs

“Communities must have a role in creating and influencing the policies that affect them. They must be given a voice in decision-making on issues of sustainable development at all levels.”

Olav Kjørven
Director, Energy and Environment Group, UNDP

Ethiopia

“Household Energy / Protection of Natural Resources Project (HEPNER)”





Ethiopia: Improving environmental protection, health and family budget through energy efficient stoves

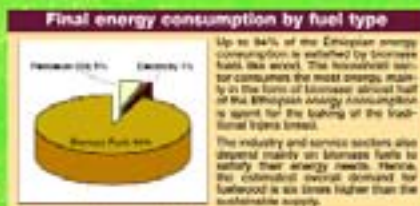
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Ethiopia, one of the world's least developed countries, loses 2 billions m³ of fertile soil by erosion and 200.000 ha of forest every year. These ecological problems are caused mainly by high population growth as more and more people need more and more land to settle and grow crops on. The fact that wood is the primary energy source of Ethiopia also contributes to this ecologically problematic situation.

Dwindling forest resources affect especially women and children because it increases both the time spent on collecting wood as well as the prices for fuelwood. As a consequence, the baking of the traditional injera bread, which is the main aliment in Ethiopia, requires greater efforts as well as higher costs. In addition, women and children suffer from the traditional open fire whose high toxic emissions cause serious health problems.

Since 1998 GTZ cooperates with the Ethiopian Ministry of Agriculture and Rural Development in the sector of household energy. The current project GIZ-Sun Energy (Sustainable Utilization of Natural Resources for Improved Food Security Programme) is implemented in four regions of Ethiopia to improve energy efficiency and to minimize labor or pollution. In this context the improved Mirt stove – which was developed especially for baking the traditional injera bread – is promoted by the project. The improved stove saves fuel wood, facilitates injera baking and reduces toxic smoke emissions. As the fire is protected the risk of burns is reduced. Producers of stoves and stakeholders are also trained to assist the commercial launch of the Mirt stove. The production and sale of improved stoves can thus help to develop new income possibilities in the project areas.



Abi Gemachu, Producer
 "Since I started this business (three years ago) I have been able to collect my children who were scattered with my relatives. I have bought a piece of land and I am constructing a house and, of course, my house is full of food!"

Hro Tachet Haki, User
 "This stove reduces my fuel consumption for injera baking by half. It protects me from smoke and heat. It is nice!"

What did we achieve?

Establishment of 187 private stove producers in more than hundred cities in the four major regions. Their established enterprises became very successful and created a multitude of employment opportunities.

The Mirt stove saves about 50% of fuelwood compared to the traditional open fire. Since more than 60.000 households are currently using the Mirt, saving expenditures amount to a total of 1.2 mio. Euro annually.

Time and money normally spent by women and children to collect or buy wood can now be devoted to other productive activities. Time saved on collecting fuelwood can range from six hours up to half a week. Thus, especially girls have twice as much time for studying than before. Women use this time for example for field work and crop production.

The annual fuelwood savings of 34.200 tons due to the dissemination of Mirt stoves is equivalent to 4500 ha of Eucalyptus forest.

About half of the involved producers are women. The commercial stove production, gained know-how and skills have contributed greatly to their empowerment and financial self-sustainability.

Women and children benefit from noticeable smoke reduction. This has significant impacts on their eyes and respiratory health.

The Mirt stove shields the face and reduces the surrounding heat. This seriously improved the working condition of users as the risk of burns is reduced and the whole body, especially the legs, are not exposed to the heat of the open fire any more.

On average, producers of Mirt stoves make a monthly profit of 50 Euro by selling 20 stoves at a price of four Euro.

Thanks to high acceptance of the Mirt stove, 2,7 mio. Euro of re-orientation credits are needed annually and can be invested in other activities.

The Ethiopian Ministry of Agriculture and Rural Development, the Regional Bureau of Agriculture and energy as well as other development agencies have incorporated the promotion of the Mirt stove into their budget and plans of operation.



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Good governance is about free decisions are taken and implemented in a state. Originally, the constitution of the nation included an efficient public sector, accountability and control, but also decentralization and transparency. Today, good governance means more: it is not just confined to government action alone but also encompasses the interaction between government and civil society.

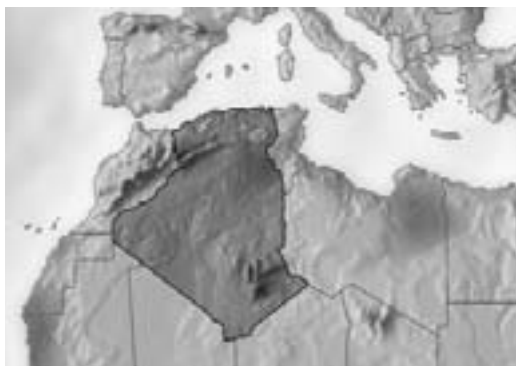


**"It is the bottle-neck for further development
if you cannot invest in environment services."**

Klaus Töpfer
UNEP Executive Director

Algeria

"Integrated Water Management Programme"





Béni Abbès, Algeria: An oasis as a pilot scheme for sustainable water use

The Béni Abbès oasis in the Algerian part of West Sahara is a traditional village (ksar) surrounded by palm gardens. Since time immemorial, the *Saïd Dfiane* source has supplied the ksar and the palm gardens with water.

In the 1950s, an administrative centre was built next to the oasis where about 10,000 people live today. This modern town also meets its growing water needs from the source. There is not enough water left for agriculture. An increasing amount of land is falling fallow. The palm gardens are dying. There are more problems, though. For lack of qualified person-

nel and modern technology, drinking water is only available for some hours. Much of the water is nevertheless wasted because there are no water meters for charging by use.

Untreated sewage is conducted downstream into the Oued river. It frequently leaks from the dilapidated sewerage in poor districts, causing illness.

The prime concern of the water supply rehabilitation project started in January 2001 in the Béni Abbès oasis, is to mobilise the population to active participation. The main challenge is

getting all the local and regional stakeholders to sit down and talk together, because so far, no importance has been attached to the participation of the population in municipal decisions and development work.

The first step is to analyse the status quo in order to find ways of improving water management. Pilot measures are then carried out to test the scheme and to raise public awareness and encourage participation.



„Before the project people frequently refused to pay their water bills, claiming that the spring water belonged to the population of Béni Abbès. Now a growing number of people come and settle their arrears, because they have understood that a public utility which supplies safe drinking water must also be paid for.“

Monsieur Hamza Khal, Secretary General of the Communal Popular Assembly (Assemblée Populaire Communale - APC) of Béni Abbès in May 2000

Centre for Environmental Education in Arid Regions

The Centre for Environmental Education in Arid Regions (*Centre Éducatif des Zones Arides*) acquires practical experience in environmental protection to schoolchildren and adults. Pupils who have taken part in these activities have turned out to be the best multipliers for environmental awareness. They pass on their experience to their families and spread the original educational message. For its work, the Centre has been awarded prizes by the United Nations, EXPO 2000 in Hanover and the United Nations Development Programme UNDP in Beirut. At present, the Centre is informing people in the oasis about the careful management of water as a resource.

What did we achieve?

An aquaculture plant has been established which is integrated in the irrigation water circuit. New jobs have been created. A greater variety of food crops is now planted and the more varied diet contributes directly to improving the health of the population.

Various partners have been invited to collaborate in the project, including environmental, cultural, sports and tourist associations. The municipalities, the regional administration and the fishermen associations are also engaged. The population is closely involved and its interests are represented.

A green corridor, irrigated with treated wastewater, has been planted to act as a wind-break to protect the palm gardens, which are important for the ecological balance of the oasis. The palm gardens can thus be used to plant field crops and vegetables.

Much of the work in the project is carried out by the unemployed. This not only provides employment for the jobless young people but also enables them to obtain occupational qualifications. As they are also involved in taking decisions in their work, they gain self-confidence and familiarise themselves with democratic, participative processes.

A new centre for environmental education teaches schoolchildren about the economical use of water and the sustainable use of other resources. The children also pass on this knowledge to their families. This reduces water consumption in the oasis.

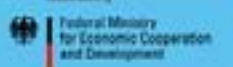
At present, an initial section of the water supply system is being rehabilitated thus improving the drinking water supply. Thanks to less pollution by sewage there are fewer health problems in the poor districts.



The Millennium Development Goals

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“Sustainable Development and the conservation of biological diversity are also a question of equal opportunities of people living on Earth.”

Alina Schäfer
Student, Higher Secondary School, Germany

Benin

Cooperative Programme
“Management of the Pendjari National Reserve”





Pendjari National Park, Benin: Working together to protect natural resources serves both nature and humankind

The Pendjari National Park in the north of Benin was granted special protection in 1964 as an animal reserve. It is part of a protected area covering 29,000 km² and stretching into Burkina Faso and Niger. In 1986 it was recognized by UNESCO as a biosphere reserve. The demarcation of the protected area and the resettling of the population were conducted without prior involvement of the local people, and without any parallel promotion or development measures. This led to the overexploitation of natural resources in the now densely populated border zones of the national park. The people found it difficult to accept the new regulations designed to protect the park. In the hunting zone, for instance, land was farmed illegally, and settlements were built. As a result, the protection of the environment was no longer insured, conflicts between the park authorities and the local population were the order of the day.

The "Pendjari National Park" project aims to maintain the protected areas in the long term, to establish efficient park man-

agement, and to ensure the active involvement and participation of the local people. To this end, the project is promoting the development of the inhabited zones bordering on the national park. It is advising the partner on the establishment of an effective scouting organization structure and on the management of the park and hunting zones. In addition, an ecological monitoring system is being set up to observe and monitor the ecological status over and the development thereof. At the heart of these activities is the active involvement of the local people, be it in the management of the protected and hunting areas, for instance by giving them a say on personnel-related decisions, or by creating additional sources of income through the promotion of tourism and small crafts.

With the park authorities, which are now financially independent, it has been agreed that 20 % of revenues from big-game hunting will be allocated to the surrounding villages for development measures to be decided by the villagers. The villages are

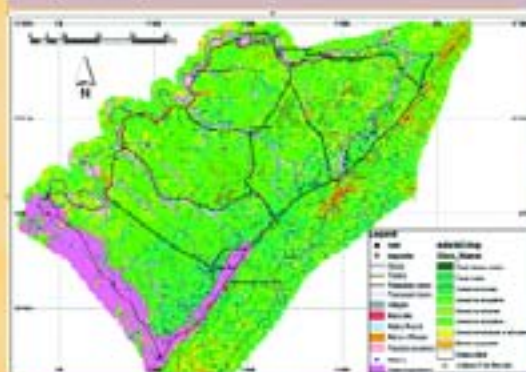
also given the meat from big game hunting for consumption or sale. New agreements between the inhabitants of the areas around the national park, the park authorities and the local authorities have removed the stigma of illegality from agricultural activities within the protected area, provided certain conditions are met (no permanent buildings, paths, etc. may be built).

Many donors are contributing to the success of the Pendjari project: the national protection programme of which the Pendjari National Park is an important component, is promoted by the European Union, the Global Environment Facility, France and the Netherlands as well as the German development cooperation. Within the framework of financial cooperation, the roads are being built, restored and maintained administrative and residential buildings are being constructed, water points are being created, and machinery and communications technology are being provided. A fund ensures the financial sustainability of the measures.

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Pendjari Biosphere Reserve, Benin/Land use



"The park was not for us. We saw tourists driving through it, we saw hunters coming and going, but we saw neither meat nor money. If we came anywhere near it we were threatened and chased away. Today all that has changed."

Abou Yombou, President of the village association



What did we achieve?

- In and around the park, 120 full-time jobs have been created for inhabitants of the surrounding area. 90 % of park personnel (90 full-time staff) has been recruited from the surrounding villages.
- Agreements regulate the sustainable utilization of the most important resources, such as medicinal plants, spider fishing and fishing, roofing materials. Utilization is steered by imposing time limits.
- The agricultural promotion measures have to date reached some 64 % of the farming population - about half of whom are women.
- The number of big-game hunters is constant at about 85. The revenues generated by this type of tourism are of the order of EUR 100,000.
- The scouting organization (CENAGREF) has far-reaching financial independence. 70 % of revenues will cover operational costs.
- The meat of the game shot goes directly from the hunting traps to the villages for sale. The village groups are responsible for organization and transport.
- For four years, funds generated by big game hunting have been paid to the village groups (in 2004 about EUR 34,500).
- Consideration has been given to the cultural needs of the local people (nomads) within the hunting zone. This has been contractually regulated.
- 600 individuals in 22 village groups are the main contact for the park authorities and the new communities.
- The number of tourists has risen from 3,800 to 4,800. Admission fees have been raised slightly. Revenues have thus risen from about EUR 21,000 to about EUR 34,000.
- Representatives of the village groups are involved in all park activities (monitoring, taking admission fees, camps for hunters), and they act as workers.
- The illegal occupation of parts of the hunting zone has been legally agreed, under certain contractually agreed conditions.
- The populations of some species have increased, but overall figures remain stable. Poaching is declining; wildlife is no longer found to be as far as it used to.
- On the basis of the business plan, 62% of present running costs are covered by revenue. This figure can rise to about 80%. The remainder must be made up by contributions from international donors and foundation funds.
- The park authorities have a managerial/land use plan which takes into account both the core zone and hunting zones. These planning documents are incorporated in the land use plans of the local communities.
- The funds generated are used for monitoring and patrolling (about EUR 6,000) and increasingly also in major activities and health stations as an input from the local population.



Photos: Euring, Umanova / DIZ

Editor: Division 44, Environment and Infrastructure, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH
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**“The PEP analysis is robust and rigorous:
it is saying to us that environment matters,
that it has a value, and that we don’t
always price it correctly...”**

Ian Johnson
Vice-President for Sustainable Development, World Bank

Bolivia

Cooperative Programme “Management of
Nature Conservation Areas and their Peripheral Zones”



SERNAP, Bolivia: Integrating local communities in Protected Area's management



As one of the most biologically and culturally diverse countries in the world, Bolivia places high emphasis on the protection of its biodiversity. The country concentrates on integrating civil society into that process. Administrative reform carried out in the 1990s, individualized state-managing institutions as an essential component of sustainable development. The management of protected areas in Bolivia is part of the processes supported by Germany's bilateral cooperation institutions, e.g. KfW Group and GTZ (German Technical Cooperation). The projects launched by the Bolivian German Development Cooperation aim at enabling people living in or close to national parks to earn their livelihoods in a sustainable manner.

The National Protected Area Service (SERNAP; Servicio Nacional de Areas Protegidas) is directly responsible for the management of 22 national protected areas and to supervise the overall system. Management of the system is increasingly focusing on the political, social and economic aspects of its sustainability. In practice, it aims at strengthening the link between the management of protected areas and the development of and within municipalities and indigenous territories. Further objectives are to increase social participation in the protected areas management and to bring about economic benefits for the local population from the sustainable use of biodiversity.

Land tenure is a highly sensitive issue for everybody in Bolivia. Especially local communities and small land owners feel threatened by the creation of protected areas. Conflicts between the efforts to conserve the cultural environmental heritage and the needs of poor people may occur, thus the involvement of local communities in park management plays a vital role. Steering committees are created comprising representatives from all interested parties in order to supervise field work, one example is the case of Misqueño-Sesue National Park, which is co-administered by an indigenous organization. In this area, the re-division of the "red line" that separates indigenous land from settler communities was one of the biggest challenges. Mixed teams have been formed for defining the red line in a process of consultation with a minimum of external support, the organization of workshops, legal advice and training also strengthens local stakeholders. In the long run, the country's municipalities (of which one third overlaps partly with protected areas) need to become aware of their economic and environmental potential.

The Millennium Development Goals



AREAS PROTEGIDAS DE INTERES NACIONAL DE BOLIVIA



What did we achieve?

The activities carried out contribute to the generation of family income especially in rural, often poorer areas. Income generation from conservation provides a direct incentive for protecting biodiversity. Economic benefits were generated for the local population through traditional livestock farming, developing the areas' potential for tourism and economic use of a wild camelid, the vicuña.

Initial resistance from the local population to land titling is typical but there is a considerable change in the perception of local stakeholders. Once involved in the process of decision-making in the context of the management of protected areas the attitude changes. Sometimes they even become the need and supporters. Hence, land demarcation and land titling activities enhance cooperation between local municipalities and central government entities. It supports the creation of trust between local population and different layers of public administration (municipal, departmental, national).

Local assemblies are given an arena to express their needs and interests. The possibility to participate in decisions on the management of protected areas motivates local stakeholders to spend more thoughts on the issue of conservation.

Identification of areas of high ecological value allows to prioritize protection activities.

In order to enable the park administrations "to do their job", investments were made in adequate infrastructure and equipment. Buildings were built which make life a lot easier also for the local population.

In many remote regions park staff is the only representation of the Bolivian government and serves as an intermediary between local population and other sectoral government entities. Park outposts were built, which are often the only link to the outside world (i.e. for obtaining help in cases of accidents or serious illness of local people).

Community based tourism and ecological agricultural production in protected areas and their buffer zones establish links between producers, private enterprises and consumers in Bolivia and abroad.

International development cooperation is still crucial for strengthening Bolivia's protected areas and contributes significantly to the creation of local and global benefits from conservation.

Local small coffee producer associations composed of farmers living in villages in and outside the Madidi National Park are supported, e.g. by Café Muliá project. These farmers are contributing to the preservation of biodiversity and receive significantly higher prices for their ecologically produced coffee, which directly translates into higher income and increased motivation.

A round table of all donors in the context of the management of protected areas/conservation of biodiversity enhances communication and contributes to the harmonization of donor activities. Available funds can be channelled more effectively and projects and programmes are better coordinated.



Good governance is about how decisions are taken and implemented in a state. Originally, the components of this notion included an efficient public sector, accountability and controls, but also decentralization and transparency. Today, good governance means more: It is not just confined to government action alone but also encompasses the interaction between government and civil society.

**“...to be at the same table with global leaders
and to be able to explain the problems...”**

David Camejo
Proyecto Juventud (HIV/AIDS), Dominican Republic

Dominican Republic

“Youth and AIDS in Latin America
and the Caribbean – ProSuRe”





Involving Youth Organisations in the Fight against AIDS: ProSuRe

The Caribbean region has the second highest rate of HIV infection in the world. Over half of the infections are in young people under 25 years of age. For this reason they form one of the most important target groups for HIV/AIDS programmes in this region.

In the past, these programmes did not pay enough attention to young people and their particular lifestyle. In particular there were not enough opportunities for getting them involved because often they are not sufficiently well organised for their voice to be heard.

The project "Young people and AIDS in Latin America and the Caribbean - ProSuRe (2007)", which has been running since February 2003, aims to fill this gap. It focuses specifically on

the needs and problems of young people and in this way it helps to considerably improve the quality of life for those who are at risk or infected.

Capacity development measures are used to enhance the competence of organisations led by young people at the level of the local community, so that they can work more efficiently and effectively. Amongst other things, this enables the organisations to:

- improve their networking abilities
- improve their book-keeping
- offer more and better help, taking into account more effectively the needs of the young men and women who are affected and/or infected.

To date, the project has provided training courses for 250 youth leaders from 23 countries on the subjects of promoting their interests, moderation, networking, success monitoring and HIV/AIDS. The project has supported capacity building and better networking by providing around USD 200,000. In addition, it has helped the Caribbean HIV/AIDS Youth Network (CAYWN) to achieve legal recognition and supported it in its strategic planning, in creating alliances and improving its credibility.



What did we achieve?

Since young people can take an active part, their needs are being included more successfully in the regional strategies. There is a greater number of effective interventions led by young people in the area of "HIV/AIDS and youth", and there is greater awareness of the topic of equal rights for men and women.

HIV infected persons hardly have chances to find a job. Through systematic sex education, the risk of getting infected is being reduced, the entrance into the job market is getting more likely.

Youth organisations are put in a better position to implement their own problem-solving strategies, for example through peer-to-peer work and street theatre. Documentaries such as the videos "Choice or Chance" and "Mano a Mano" tells young people more about the successes of other organisations.

Youth coordinators are recognised as equal partners making contributions. The number of cofinanced and coordinated initiatives has doubled in the last three years. Young people meet regularly with adults in working groups. This allows both sides to learn from each other, which in turn means that the activities offered by youth organisations are also improved.

New tools and strategies are making more funding available to AIDS projects run by youth organisations. One example is the CARICOM Youth Ambassador Mini Grant Programme, for which ProSuRe has provided a large amount of technical assistance. The Mini-Grant Programme educates young people about how to find sources of financing for smaller HIV/AIDS projects at the local level and how to administer the funds themselves.

The "Regional HIV/AIDS strategy framework" and the "Regional strategy for youth development" in the Caribbean have been brought into line with each other. Youth initiatives and projects are receiving more funding and strategic alliances are being set up to combat AIDS amongst young people.

Specialised youth leaders use their knowledge to inform other young people. This multiplication effect requires less effort and resources to reach a target public.

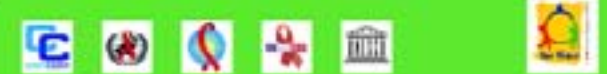
Sex education now takes place in a language that youngsters from equally marginalised groups understand and that they can identify with (such as hip-hop concerts). The result is that these young people consider their sexual behaviour more carefully. In addition to this, there is more information and a wider range of services concerning HIV/AIDS on other for young people, for example on UNFICOD's Digital web portal.



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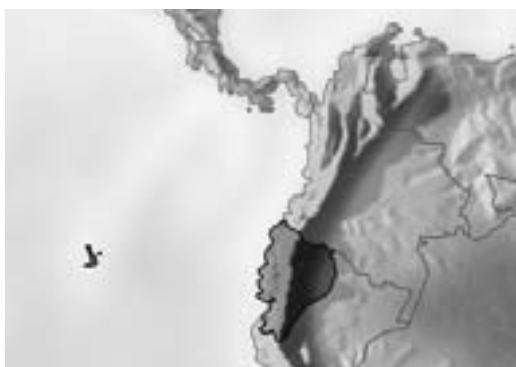


**“MDGs can only be reached farmer by farmer,
community by community and family by family.”**

Mark Malloch Brown
Former UNDP Administrator

Ecuador

“Sustainable Natural Ressources Management”





NAMARES, Ecuador: How sustainable management methods can reduce poverty

In terms of its total surface area of around 277,000 square kilometres, Ecuador has the greatest biodiversity in the world. The tropical rainforest zone in the east, the parallel chains of the Andes, which divide the land in two, the Pacific coastal region in the west, and the ecologically unique Galapagos Islands are the main geographic features of this Latin American state.

The fantastic biodiversity offers a development potential, which however, has not yet been sufficiently utilised. The legacies of the colonial era marked the start of an economic system based on exploiting the natural wealth of the country, a system which has continued unabated until today. And the destruction of the natural resources goes hand in hand with the impoverishment of the people. Only one-quarter of the people of working age have access to the formal labour market. Every third Ecuadorian of the total of about 12.5 million lives in rural areas, where 85 % of the population are deemed poor. Seventeen

percent of the gross domestic production generated in Ecuador is accounted for by agricultural activities, in particular the export of bananas, cacao and coffee.

The aim of the GTZ programme NAMARES in Ecuador is to reduce poverty through the sustainable management of natural resources. The underlying principle is that sustainable agricultural production will allow small farmers to produce high quality products and organic products, and that improved marketing and access to international niche markets will allow them and their families to enjoy a higher income. Farmers on niche markets of this sort include, for instance, marketing and processing companies which supply high quality branded products to industrialised countries, and fairtrade and organic products organisations. They lay down criteria for fair trade such as guaranteed minimum prices, and standards for organic food. They monitor compliance with these and certify producers and

their products. With their PR work in importing countries, they also raise consumer awareness of quality products of small farmers. Many of these products can be recognised because of their fair trade or organic labels. When consumers decide to buy one of these products they do much to help ensure the success of a programme like NAMARES.

To ensure long term success, certain steps must be taken in Ecuador. These include the ongoing improvement of product quality, the establishment of stable and lasting business relations between producer organisations and trading or processing companies, and last but not least ensuring the wellbeing of the producer. With high quality products in the fields of coffee, cacao and Amazon fruits, the NAMARES programme has already achieved impressive results:



"Before the (organic) certification I did not receive an income from cultivating bananas, because I could not sell the fruit. Shortly after the certification I produced 14 boxes (12 kg per box) per month, today I get 18 boxes on the same area of cultivable land. That conforms to an income of about 95 USD every month."

Walter Chaves, Cacao and banana grower from Ecuador

What did we achieve?

Between 2003 and 2004, the total certified organic cropland rose by 17 % to 35,250 hectares.

Between 2002 and 2001 the volume of high quality coffee marketed by small farmers increased by 54 %. Over the same period, the volume of high quality and organic cacao rose by 37 %.

In 2004, a total of 558 small farmers were certified as organic producers, an increase of 22 %.

Four agreements were concluded pertaining to the direct marketing of Amazon fruits in the local trade.

Between 2007 and 2004 the number of farms awarded the fairtrade certificate rose from 122 to 1,818. Of these, 1,200 farms were awarded the fairtrade certificate for coffee (as compared to 100 in 2002).

The number of farms producing certified organic coffee increased from 200 in 2002 to 800 in 2004.

The income of the families of coffee producers in southern Ecuador rose by USD 735 per person. The family income of producers of high quality and organic cacao rose by USD 100 per annum.

NAMARES supports the development of appropriate framework conditions for the export of organic and fair trade products to the EU.

Writes the framework of public private partnerships (PPP), ten measures are currently being implemented to improve product quality, boost productivity, ensure sustainable production and enhance market access.

Two TTT measures address improvements in product quality and introduction into the market.

All in all, the NAMARES programme managed to achieve direct increases in the income of 20,000 families of small and medium-sized producers.



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Good governance is about how decisions are taken and implemented in a state. Originally, the connotations of this notion included an efficient public sector, accountability and controls, but also decentralisation and transparency. Today, good governance means more: It is not just confined to government action alone but also encompasses the interaction between government and civil society.

gtz

Federal Ministry for Economic Cooperation and Development



“This [the poster] is a tool that we’re using now in the community where people can really relate what they are doing, [and] their activities with the MDGs.”

Benson Venegas Robinson
Executive Director, Talamanca-Association, Costa Rica

Ghana

“Promotion of Market Oriented Agriculture”





Grasscutter Promotion, Ghana: Farmers target their local markets and preserve environment

Grasscutter (*Thryonomys swinderianus*) is a rodent species found in the tropical regions of Sub-Saharan Africa, and hunted in many of its countries by bushfire (about 50%), poisoning and trapping. In Ghana, the annual bushmeat harvest is great with 385,000 in 1997, consisting of about 20% of grasscutter corresponding to 30 million animals (Wildlife Division). Due to deforestation, these figures are decreasing continuously. Also Ghana's livestock sector's productivity is very low contributing to only about 8% of the agricultural GDP.

Responding to this situation, Ghanaians have started the domestication of the much-appreciated grasscutter already in the sixties. These efforts were intensified in the last 20 years in Brong with support of the German Development Cooperation. The raising of domesticated grasscutter has attracted the attention of farmers, extensionists and decision makers as a potential source of income and employment especially for rural and marginalized people. This business entails more economic poten-

tials, which are yet to be fully exploited. All stakeholders agree that the local market in the country is unlimited for the next twenty years.

In view of this huge market potential and the expected positive impacts on employment, environment and nutrition, the Market Oriented Agriculture Programme (MOAP) together with many other development partners, NGOs and Civil Society Organizations, has taken the promotion of the grasscutter as one value chain to support.

The Market Oriented Agriculture Programme (MOAP) aims at increasing agricultural productivity, reduce post harvest losses, strengthen the sector's competitiveness on both domestic and foreign markets to generate significant income for many people in Ghana. MOAP is jointly implemented by the Ministry of Food and Agriculture (MoFA), the German Technical Cooperation (GTZ) and the German Development Service (GDS).

The German Development Cooperation started promoting grasscutter in the Brong Ahafo Region in Ghana in 2005, and is now covering the whole country, collaborating intensively within the sub-region, especially with Benin. The activities of the project include development of training concepts for farmers and artisans, training and backstopping of master trainers, assist in the acquisition of breeding stock, introduce participatory research with government and private partners, and facilitate business development assistance (Business plans, financing packages of banks, etc.). However, it is crucial for the success of the technical levels to link the many stakeholders in the value chain strategically – from input and service provision to production, processing and marketing. Thus facilitation and networking has become the main intervention area for the German Cooperation.



"Bushfire in the Brong Ahafo region has reduced drastically in the last 5 years and this is also as a result of the very active promotion of captive grasscutter rearing."

Susuani chief, the president of Regional Bushfire Committee, Ghana

"I do not think any business in Ghana can give you a huge amount of money as grasscutter within a short time. I sold 17 animals last month and got 5.1 million cedis (Red. € 450)."

Rev. E. Danlon, owner of Nyame pe Farms, Ghana

What did we achieve?

The grasscutter project achieved direct increases in the farmer's incomes – one grasscutter family (4 females, 1 male) can provide school fees for 5 children, and the rate of return ranges between 20 and 40%.

The value chain approach is the main tool for implementation of the project ensuring demand-oriented identification of gaps and strategic interventions for many actors.

Women form about 30% of the farmers trained and about 20% have started farming.

More than 200 actors (Ghana Government, NGOs, Civil Society Organizations, Religious leaders, Development Partners) support grasscutter promotion financially and technically.

In Greater Accra and Brong Ahafo regions, about 3000 farmers have been trained and 40% have started farming. Capacity was built for service providers such as carpenters and masons. 43 master trainers have been trained jointly in Ghana and Benin, to provide and assure quality service to farmers.

German Development Cooperation and its partners in implementation – MOFA, Action Aid, Heifer Int., and other NGOs and churches – have targeted "poor with development potential" with community-based approaches successfully. In the Aushu district, 20 poor farmers increased the stock from 9 to average 15 within two years.

Strong commitment of community leaders, chiefs and innovative farmers who go into grasscutter rearing with the motivation of making profits as well as reducing bush burning. Grasscutter farmers serve as reminders and advocates in the community to control bushfires.

Farmer associations are the central actors in the grasscutter value chain – they offer trainings, supply start up breeding stock, and they initiate both national and international conferences collaborating with more than 100 organisations.



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**“It [the poster] made me stop and think of how
I have been part of a much larger picture.”**

Kervelyn Duncan
Ambassador for the CARICOM Mini-Grants Programme
(Global Fund on HIV/AIDS, Tuberculosis and Malaria), Dominican Republic

Cameroon

“Cooperative Health Sector Programme”





The 'aunties' know best: Preventing pregnancies and AIDS amongst youth in Cameroon

There is no sex education for boys and girls in Cameroon. This has serious consequences. Many, including very young girls, suffer from sexually-transmitted diseases. Young people are the largest single AIDS group, 5.8 per cent of them being HIV infected (2004). Teenage pregnancies are common, some even in primary school. Contraceptives are rarely used at all. Many girls are forced to break off their training due to pregnancy. Most of these children's fathers abandon them and they

are sometimes rejected by their families. Medical care for mothers and children is poor.

To tackle these problems the German-Cameroonian health and sex AIDS programme initiated the tantes scheme with support from GTZ. Teenage mothers, that is girls who became pregnant at a very early age themselves - are trained as helpers. They can to turn associations and call themselves

tantes (aunties), alluding to the role of aunts who are traditionally responsible for the sex education of their nieces. The tantes educate their 'nieces', recount their own history and look after the sexual and reproductive health of other teenage mothers and adolescents in their village or district. This compensates for the lack of sex education in families and schools and demoralised girls in need of help themselves turn into motivated and dedicated helpers.



What did we achieve?

The tantes have looked after more than 50,000 young people to date. These young people are able to talk frankly and ask questions about sexual topics without fear of social disapproval. Many young girls are no longer shocked when their menstruation begins. They are better able to cope with their sexuality and avoid sexually transmitted diseases and unwanted pregnancies.

The tantes generally work for nothing but during the two to three-day basic training participants are provided with meals and their children receive medical care. Many bring children with them who are so ill that they often need to be admitted for immediate emergency hospital care.

Sixty-two associations have been founded at about 60 locations with a total membership of 4,000 tantes. They are supported by parents and authorities that often provide them with rooms for their meetings. Many tantes and teenage mothers in their own avoid further early and unwanted pregnancies and no longer put their lives at risk. Wherever it has operated, the programme has reduced mortality in childbirth.

Besides 5 permanent staff, about 40 girls, half of them tantes, have found limited-term employment through the programme.

Pregnant teenagers are counselled during and after pregnancy. Thus, the tantes help young mothers to reduce the mortality risk for themselves and their babies. They help teenage mothers to continue their school education and enrol their children at school later on. Thus they contribute to reducing inequality between men and women.

To prepare them for school visits, the tantes are trained in communication techniques and lesson planning (traveling free to ten towns per person). They are also introduced to the local education authorities and teachers.

Almost 300 tantes have undergone additional training to support and counsel youth with sexual problems and victims of abuse. The project bears travelling costs and expenses for this training and pays the participants pocket money.

"Nobody ever taught me anything about sexuality. When I got pregnant, I could not understand it at all at first. Only in the fifth month, when people started to talk about me, did I realise that something was inside me."

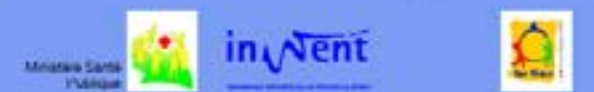
Rose Njomo, 16 years



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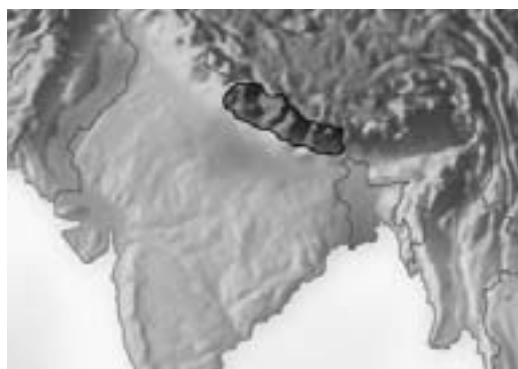
Editor: Division 42, Governance and Democracy, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH
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“How much longer can we afford the kinds of bills we are paying for misinterpreting the interrelationships between people and nature [environmental/ecological disaster like flooding, fire and droughts]? Billions of dollars of assets being lost – and the poor are the first to lose their assets when these things happen, but they’re not the ones who are able to change the dynamic.”

Achim Steiner
Director General IUCN

Nepal

Cooperative Programme
“Churia Forest Development Project”





Protecting and managing community forests in Eastern Nepal

The Churia hills rise along almost the entire length of the Himalayan range in Nepal, up to an altitude of 1,000 m. They used to be densely forested, but over-exploitation and agriculture have forced the forests back.

For decades, people have been migrating into the plains south of the Churia hills. They flee to this fertile area to escape the poverty in other parts of Nepal and earn in India. As the population rises, however, land is becoming scarce. More and more people are settling on the slopes of the Churia hills, clearing forest, cutting down firewood and gathering the fruits of the forest. The ecosystem of the forests has long been under excessive strain. The result is soil degradation and flooding, the water table is dropping, harvests worsening – a vicious circle which leads to more poverty. And as impoverishment grows, people increase their pressure on what is left of the forests.

The Project

A project initiated jointly with the Nepalese Ministry of Forest and Soil Conservation and the people in the three poorest districts (Siroha, Saptari and Uttaranchal) has brought together for entry protection and poverty reduction since the early nineteen nineties. In order to restore the ecological equilibrium of the Churia forests for the benefit of the people

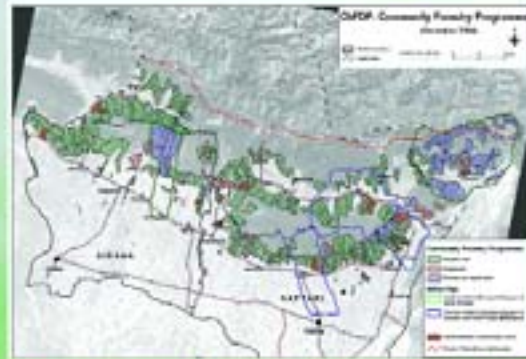
- user groups protect and manage community forests in order to reverse degradation;
- a savings and credit programme allows the poor and landless too to start up their own economic activities;
- an agro-forestry programme taps alternative sources of firewood and construction timber as well as new sources of income;
- a soil protection programme improves water supplies and water quality.

Before the project started, people who settled in the forests or used them were chased away by the forestry authorities. Today Nepal's new forestry policy legitimises and provides the forest user groups. They are officially registered as the managers of the forest. The project helps them select usable areas, survey the community forest and produce a management plan. For the first time the people have the right to manage parts of "their" forest on their own, and thus to improve their economic situation.

The Millennium Development Goals

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- 2 Achieve universal primary education
- 3 Promote gender equality and empower women
- 4 Reduce child mortality
- 5 Improve maternal health
- 6 Combat HIV/AIDS, malaria and other diseases
- 7 Ensure environmental sustainability
- 8 Develop a global partnership for development
- 9 Good governance

What did we achieve?



"Before we began to manage the community forests the Churia hills were almost bare. Now they are green again, the forests bring the people prosperity, and that is why they protect the forests for the benefit of the community."

Laxmi Kumar, Secretary of the Saptari Community Forest User Group

Today, the project reaches about 600,000 people, or 40 % of the population of the three districts. More than half of them are women, many belong to the lower castes or are the "poorest of the poor". 510 user groups (48,000 households) have been registered. Rights of use for 205 forest plots covering a total of 44,000 hectares have been awarded.

44,000 hectares forest are protected and managed on a sustainable basis by user groups today. This translates into more than 20 % of the entire forested area in the three districts.

The biodiversity of plants and animals has risen again in the community forests.

Women occupy 41 % of the new full-time and 27 % of the temporary jobs.

The savings and credit programme has significantly improved the food security in around 18,000 households (62 % of the households covered by the programme). In 20 % of them, the food supply was secured for two more months in the year, and in 12 % food security has improved by six months.

While democracy in Nepal is diminishing, the user groups continue to uphold a democratic culture. The groups are thus seen as assets which can be used to reinvigorate democracy once the country has overcome its internal crisis.

Illegal logging in the community forests has dropped drastically. About 30% (20,000 hectares) of the total degraded areas in the three districts, which had a vegetation cover of less than 10 % have regenerated thanks to the work of user groups and are today already generating profits.

Women in particular are benefiting from the new democratic culture in the user groups. Formerly they were not involved in decision-making, but today they account for one quarter of the board members of user groups. Furthermore, 136 women from user groups have been elected to leading posts in the development committees of the villages and districts.

Since the project was launched, the people have invested more than USD 300,000 in the form of their own work inputs or via salaries in protecting the forests.

10 % of households (6,300) in user groups come from the lowest and poorest castes, who have hitherto been excluded from any form of decision-making. Their livelihoods have improved markedly. Many user groups dedicate up to 20 % of their income to development projects for poor member households.

To date, 903 full-time jobs have been created for teachers, forestry workers, and people and employees in small enterprises with an annual per capita salary of USD 270. 12,000 temporary jobs have been generated in the construction industry, agriculture and forestry.

Forests and livestock: the success of Mahuli milk cooperative, Saptari

The people of Mahuli and Bagdihara set up their own cooperative, the Adarsha Multipurpose Milk Producers Cooperative Limited. The cooperative, with an annual turnover of Rs. 40-50 million (about USD 800,000 - 770,000), has its roots in community forestry, and emerged from the four user groups of Basantpur, Mahuli, Malati and Mohanpur. Individual household plots of fodder tree and grass plantations within the community forests have resulted in tremendous improvements in animal husbandry and milk production.

Today, about 400 farmers are selling 4,000 litres of milk a day to the cooperative, which in turn sells 1,000 litres to the local markets and the rest to the Dairy Development Corporation. The cooperative has its own refrigeration plant, the first in the country to be owned by a cooperative.

All members of the user group point out that community forests, rearing livestock and running the cooperative are closely interlinked. Itama Kozala, the chairperson of Mahuli user group told us, "If there had been no community forests, we would have left this place." The poor of the village have also benefited from the cooperative, which provides small credits. Those who used to earn a living by selling firewood now have up to four cattle. As Chhan Bahadur Sarki says, "Without the forests we would not be able to keep cattle, let alone sell milk. Where would we go then to become wealthy in terms of cows? It would be very, very difficult."



Photos: GTZ, R. Laubmann, J. Bhatt

Editor: Division 84, Environment and Infrastructure, Deutsche Gesellschaft für Technische Zusammenarbeit (gtz) GmbH
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**“[...] Poverty is something governments
must take much more seriously.”**

Maria Cleofe Bernardino
Executive Director, Palawan NGO Network (PNNI), Philippines

Philippines

Three projects supported by GTZ's programme
“People and Biodiversity – Implementing the
Convention on Biological Diversity”

- “Bioprospecting Programme for the Philippines”
implemented by the NRO SEARICE (South East
Asia Regional Initiative for Community
Empowerment)
- “Supporting the Implementation of the national
ABS-Legislation” implemented by the Protected
Areas and Wildlife Bureau (PAWB) of the
Department for Environment and Natural
Resources (DENR)
- “Supporting the Implementation of the national
ABS-Regulation at the Local Level” implemented
by the Palawan NGO Network (PNNI)





Genetic Resources: Benefits for Nature and the People of the Philippines

The Convention on Biological Diversity (CBD) places biological resources under the national sovereignty of each state and demands as one of its three goals, the equitable sharing of the benefits arising from the utilization of genetic resources. Genetic resources are used primarily in agriculture (crop and livestock breeding), the pharmaceutical industry (drugs based on raw materials taken from plants and animals) and the food industry (food additives, sugar substitutes, etc.). When searching for new molecules (bioprospecting) in many cases, prospectors fall back on the traditional knowledge of indigenous and local communities. Benefit-sharing aims to preserve and ensure the sustainable utilization of biodiversity. Non-compliance with these CBD requirements is generally considered as biopiracy.

The Philippines was one of the first countries to elaborate and put into force binding laws governing access to genetic resources in coherence with the Convention. Since 1996 a presidential decree has regulated the preconditions for access, benefit sharing, involvement of national research and the need to obtain the consent of indigenous and local communities.

This also entails that whoever wishes to use the genetic resources has to inform those who make them available as to the purpose and consequences of their use (Prior Informed Consent, PIC).

Since 1998 the GTZ project "Implementing the Convention on Biodiversity" has been supporting and advising Philippine actors on the further development and implementation of the national regulations within the framework of these projects.

The non-governmental organisation SEARICE (South East Asia Regional Initiative for Community Empowerment) has set itself the task of ensuring that plant genetic resources are protected by the local people. From 1998 to 2001 a regional programme working with local partner organisations was implemented in the Philippines. It was designed to make the indigenous and local communities aware of the impacts of bioprospecting (the targeted investigation, gathering, processing and archiving of biological materials). The people were enabled to recognise and document activities of this sort, and to protect the integrity

of their traditional knowledge systems. They were also enabled to demand that their government regulate access to resources and that the resulting profits be equitably shared.

The Protected Areas and Wildlife Bureau (PAWB) of the Department of Environment and Natural Resources (DENR) has been working since 1998 to update the implementation guidelines on national legislation pertaining to access to genetic resources. Studies are being prepared in order to make provisions regarding the removal of biological material from nature and to create benefit sharing and monitoring as practice-oriented as possible.

The Palawan NGO Network (PNN) was given support from 2003 to 2006 to enable it to carry on the SEARICE bioprospecting programme at local level. The aim was, in particular to strengthen indigenous and local communities as well as local administrative structures, in order to consolidate the process of awareness and capacity building already launched in the province.

Regulating access, value added and benefit sharing – an overview

- Should new drugs be developed, a period of at least 30 years will elapse between the collecting of biogenetic resources and the approval of the new product. In other sectors of the industry, the time required for development is not quite so long, but it is rarely less than five years. This makes it all the more important to ensure that benefit-sharing is not limited to paying the source fee.
- Since the major steps in the value added chain are based mostly outside the country of origin, there is a problem, from the point of view of the country of origin, in monitoring compliance with contractual agreements. An international agreement will be negotiated, it is supposed to help solve this problem.
- At national level all actors have a significant need for clear regulations and capacity building in order to enable them to enter into equitable contracts with bioprospectors.



The target group of the projects implemented in the Philippines are the resource providers and national authorities. Its tangible benefit sharing can take place without the following changes:

- to establish pertinent national regulations
- a predictable approval procedure with the involvement of the local resource providers
- for contracts with explicit agreements on benefit sharing

What did we achieve?

- Indigenous and local communities on Palawan are aware of the national authorization procedures with the rights enshrined therein (Prior Informed Consent and benefit-sharing).** (1, 2, 3, 4)
- Since indigenous communities must by law give their consent, the Talingud (an indigenous group on Mindanao) developed a Cultural Impact Assessment Framework and a system of trial guards, which is recognized by the Department of Environment and Natural Resources.** (1, 2, 3, 4)
- The city of Puerto Princesa passed an ordinance in September 2000, regulating national legislation on access to genetic resources at local level. This helped to prevent several cases of biopiracy.** (1)
- The national Indigenous Peoples Rights Act provides for the indigenous people (and the government) to stipulate how they are to be informed about bioprospecting and what form the consent procedure will take. This regulation (Free and Prior Informed Consent) has been incorporated in the implementation guidelines for the national legislation on access.** (1, 2, 3, 4)
- SEARICE has been able to successfully contribute its experience at local level to national and international regulations on access and benefit sharing (AFBS).** (1, 2)
- The new legislation requires close cooperation between various ministries (Department of Environment and Natural Resources, National Commission for Indigenous Peoples and Palawan Council for Sustainable Development), consequently the Protected Areas and Wildlife Bureau developed a joint implementation ordinance regarding access and benefit sharing (AIBS) successfully.** (1)
- It is enshrined in national legislation and enforced: local and indigenous communities have the right to be informed before they consent to bioprospecting (Prior Informed Consent). And they are entitled to benefit sharing.** (1, 2, 3, 4)
- Local partners had the opportunity to express themselves on the side-events. Their input influenced the international discussion on indigenous and community rights as well as on Prior Informed Consent (PIC) and benefit sharing.** (1, 2)
- The approval procedures for academic research and commercial bioprospecting were separated in 2001 by a new national law (Wildlife Act) and simplified in particular as regards academic research.** (1)



Photo: E. Frank, A. Dreier. Editor: Division 44, Environment and Infrastructure, Deutsche Gesellschaft für Technische Zusammenarbeit (gtz) GmbH. Contact: Dr. Rolf Mack, rolf.mack@gtz.de www.gtz.de/biodiv

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**“Poverty is a lack of the very basics of life:
it is a lack of water, it is a lack of sanitation
and it is a lack of human dignity...”**

Jane Weru
Executive Director, “Slum and Shack Dwellers”, Kenya

Republic of South Africa, Makuleke

Supported by the GTZ Programme
“Training and Support for Resource Management
(TRANSFORM)”





The Makuleke region: A success story in South Africa

To tap new sources of income for poor sections of the population in South Africa while at the same time conserving natural resources – this is the objective of the “Transform” Training and Support for Resource Management programme launched by GTZ and the South African Department of Environmental Affairs and Tourism (DEAT). The programme has piloted approaches for the sustainable development and use of protected areas – reserves and national parks – in a way that generates income for the local population.

Transform targets the community level. Natural resources underpin the livelihoods of rural people. The programme aims to help these people make commercial use of these resources in such a way that they are maintained for future generations.

The combination of broad-based public awareness raising with technical assistance for the Makuleke community has been a key element in Transform’s success. The Makuleke region of Kruger National Park is an exemplary project in this regard.

In 1995, more than 3000 South Africans were forcibly evicted from their homes in the present-day northern tip of Kruger National Park. Only after adoption of the Land Restitution Act in 1998 did the South African government return this 24,000-hectare area to the Makuleke, to which the tribe added a further 9000 hectares of their community land. In return, the Makuleke undertook to utilize their land fully in line with sustainability principles, specifically for species conservation.

The people living in the Makuleke region have a long history of cooperation with external experts and consultants. The GTZ-supported Transform programme has provided ongoing financial and technical assistance. Jobs have been created for local people, for instance in the six-star Outpost Lodge, located in a part of the park with outstanding scenic beauty. The Makuleke thus generate revenue from tourism, and have at the same time a vital interest in conserving biodiversity, for instance by taking targeted steps to control poaching.



What did we achieve?

The Makuleke have entered into cooperative business ventures with the private sector: by mid-2000 these had already triggered investments totalling R 60 million (USD 8.7 million). For example luxury lodges and eco camps have been built in partnership with the private sector and an old airstrip has been rehabilitated (investment is about 80 million Rand) (USD 8.1 million). Skills training, and subsequently jobs, are given to local people and contracts to small local business. The lodges are generating substantial rental revenue for the Communal Property Association (CPA) based on a percentage of turnover.

A development forum represents the needs of local people and thus safeguards transparent and sustainable community development.

The CPA uses its financial resources to encourage the establishment of artisanal and tourist businesses as well as cultural facilities in villages outside the national park.

The Makuleke can make commercial use of this area – including arrangements in cooperation with the private sector. When doing so, they guarantee to conserve animal and plant species and undertake to abstain from all consumptive forms of management, such as mining.

A joint management committee made up of the Makuleke CPA and South African National Parks is responsible for maintaining roads and fences and for managing resources. 15 park wardens have been trained to prevent poaching and collect data.

The CPA now uses a replica of the old baobab of the former Makuleke chief as a giftshop; together with the local museum, this generates additional income.

The area is administered by a specially established CPA, whose executive committee is elected democratically every two years. The CPA takes traditional forms of local self-government into account. A committee comprising villagers and representatives of environmental protection organizations jointly determines the details of how the land is to be protected.

Through targeted training and upgrading activities, the Makuleke are qualifying themselves for key posts in management, resource conservation, tourism and customer service.

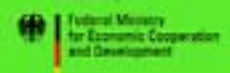
The Makuleke CPA has facilitated improved agricultural production in the villages. Money earned from hunting and tourism was spent to electrify the villages as well as to improve health and education conditions.



The Millennium Development Goals

- 1. Eradicate extreme poverty and hunger
- 2. Achieve universal primary education
- 3. Promote gender equality and empower women
- 4. Reduce child mortality
- 5. Improve maternal health
- 6. Combat HIV/AIDS, malaria and other diseases
- 7. Ensure environmental sustainability
- 8. Develop a global partnership for development
- 9. Good governance

Good governance is about how decisions are taken and implemented in a state. Originally, the constitutions of this nation included an efficient public sector, accountability and control, but also decentralization and transparency. Today, good governance means more: it is not just confined to government action alone but also encompasses the interaction between government and civil society.



Department of Environmental Affairs and Tourism (DEAT)



“[I think] the main message from this panel and all of you participating has been linking the global, national and the local together. There is no way [...] to make things work without that interconnection.”

Hilde Johnson
Minister of International Development, Norway

Republic of South Africa, Wildlands Conservation Trust

Supported by the GTZ Programme
“Training and Support for Resource Management
(TRANSFORM)”





South Africa: Environmental conservation by people for people

The Wildlands Conservation Trust's Conservation-Based Community Development Programme

The Wildlands Conservation Trust (WCT), formed in 2004 through an amalgamation of the KwaZulu-Natal (KZN) Conservation Trust and the Wildlands Trust, works to protect and conserve biological diversity in the KwaZulu-Natal region of South Africa. It facilitates:

- the expansion of existing protected areas
- the improvement of management in these areas
- the establishment of guidelines and statutory regulations for responsible tourism, the sustainable use of natural resources, and rural development projects within and around protected areas
- increased environmental awareness and understanding of the region's unique biodiversity.

Under the motto "Environmental conservation by people for people", WCT has developed three comprehensive and innovative programmes:

- The **Green Footprints** programme fosters research on endangered species and builds environmental management capacities.
- The **Green Futures** programme promotes the creation of protected areas, the establishment of sustainable tourism projects and rural community development.
- The **Green Leaders** programme fosters the upgrading of local specialists and managers in environmentally relevant fields (capacity building).

WCT's activities concentrate upon the biological hotspots of the region: the St. Lucia Wetlands World Heritage Area, the Lubombo Transfrontier Conservation Area and the Royal Zulu Conservation Corridor.

WILDLANDS PROJECTS

1. Kulu Village Responsible tourism project;
2. Kulu Village Land Consolidation project;
3. Masi Pan community Coving project;
4. Mbaso Community Game Reserve;
5. Tanga Beach Lodge Community Tourism project;
6. Mankhosi and Mdelatsha Community Conservation areas;
7. Ushuthu Gorge Community Conservation Area;
8. Mandlakazi and Mdelatsha Community Conservation areas;
9. Indigenous Trees for School Fees pilot site.

- Community Conservation Areas
- Formally Conserved Areas

What did we achieve?

Successful negotiations between the neighbouring community and the Greater St. Lucia Wetland Park (GSLWP) have led to inclusion of the 1200 hectares Dukukulu Coastal Lowland Forest in the protected area. The local population receives compensation for the resulting economic losses. An agreement has been concluded on the development of eco-tourism projects.

The "Indigenous Trees for School Fees" project is being extended to a further six communities with 3000 tree saplings and 200,000 trees. The 180 sponsors participating until now, each contributing 100 US dollars, have succeeded in producing 70,000 indigenous trees.

The preservation and rehabilitation of the zondi community's Nguni Community Game Reserve has been secured through the establishment of a WCT programme for the sustainable use of natural resources. Private-sector investment is improving the reserve's infrastructure and is initiating new conservation projects.

The Mdenqweni Corridor separates the Temba Tsegahart Park and the Nodungu Game Reserve. It has always been the aim of conservationists to allow the free movement of game. Thanks to the support of WCT, the negotiations between the local user groups and the conservation authorities promise to be successful. The WCT also supports the leasing of the 6,500 hectare Ushuthu Gorge Community Game Reserve and is facilitating a training and capacity building programme. Further ecotourism projects are planned.

In the St. Lucia Park, a tourist information centre has been set up. The centre organises overnight stays for backpackers and guided tours. It is run by locals and is economically successful. This shows that commercial gains can be similar to those of activities in the traditional tourism sector. Profits from the centre are being used to support traditional Zulu communities. In future, the centre is supposed to provide rural advisory services to founders of new businesses.

The first canoe centre has been opened in the region. WCT finances the purchase of canoes and safety equipment, and provides consultancy for touristic marketing. Moreover, WCT is supporting the negotiations between GSLWP and the Jubu community with the aim of achieving inclusion in the park and tapping further touristic potential.

The 4500 hectare Mbaso Community Game Reserve has been established. Negotiations are under way between the Mbaso community and private investors on the opening of two ecotourism lodges. Moreover, the Tanga Beach Lodge luxury hotel, 68% owned by the Mbaso community, has opened. WCT fosters negotiations among the various actors financially, and promotes a comprehensive capacity building programme.

GTZ and WCT are ensuring funding for the establishment of a 8500 hectare protected area in the territory of the Mandlakazi and Mdelatsha communities. The project serves as a benchmark and starting point for a rural development project based upon environmental protection aspects. The aim is to secure financing in the course of a year through investments and partnerships with the private sector.



The Millennium Development Goals

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Manual

This document serves as a **guideline to create a poster to document your local successes. The format of this poster was designed to explain how your local work contributes to the Millennium Development Goals (MDG).**

All 189 United Nations Member States have agreed on eight Millennium Development Goals (MDGs), which set the framework for development cooperation for coming years on the international, national and local levels. Until now little attention has been paid to the contribution of local communities to the achievement of the MDGs. The Millennium Review Summit in September 2005 has offered a unique opportunity to showcase that local communities action matters. Hence these community MDG posters have been developed on the occasion of the Community Commons (June 2005) in the run-up to the Summit.

Objective of the poster

It creates a description of community based/community driven development projects that is:

- Easy to understand.
- Highlights the contribution of community work to the achievement of the MDGs.
- Links project achievements to MDGs in general.
- Shows how the project outcomes contribute to particular goals within the MDGs.

Who can use it?

There is no copy right on the posters – everybody is invited to use the format of the poster

- People working with or inside a specific project/programme who want to locate the results of their work to specific goals within the MDG framework.
- Project outsiders such as politicians, decision makers, professionals, media and the general public to understand the indispensable contribution of local communities work for the achievement of the MDGs.

How should it be done?

The poster should consist of seven elements:

- a) A brief **description of the project setting** comprising duration of the project, objectives of the project, time frame, problems to be solved, constraints during implementation, stakeholders involved and major activities. The project description should not be longer than one page (approx. 8.000 characters).
- b) **Results/Impacts achieved** so far: List the most important achievements of the project underpinned with concrete facts and figures (e.g. monetary revenues, people trained, staff employed, jobs created, area protected). Each result should be displayed in a box (one result per box only!). Do not describe processes, which led to the results or achievements, but focus on the outcomes. It is important to flag to which of the MDGs each result contributes. Multiple flags per result are possible. Refer to the attached examples.
- c) **List of eight MDGs** with flags for each result that contributes to its achievement. The clustering of the flags at specific MDGs illustrates the focus of the projects interventions.
- d) **Good Governance**: Project experience revealed that good governance is an underlying principle of community work and community participation in the development process. Hence good governance is added to the list of MDGs on the poster as an additional criteria for the project achievements.
- e) **Assessment/Quotes** of the (initial) situation through representatives of the local community.
- f) **Illustrative elements** such as photos, and if possible maps and graphs.
- g) **List/logos of participating organisations** actively involved in the project, a contact person, and an editor should be mentioned.

Where should it be displayed?

At conferences, workshop plannings, public relation events, project reviews, etc.

For further information please visit: www.geo-media.de/mdg-poster

- a) A brief description of the project
- b) Key project results/impacts (presented in separate text boxes)
- c) A listing of the eight Millennium Goals, to which in turn the flags are linked, thus showing at a glance which goals are fostered by the project

- e) A brief statement of the (initial) situation from the perspective of the local population
- f) Photos and if possible maps and graphs
- g) List/logos of participating organisations
- d) Good governance as an additional criteria to the list of MDGs

Something of a media event even in a cosmopolitan city like New York: the Community Commons with participants from 44 countries. Interviews with Dr. Arno Sckeyde and Dr. Andreas Drews of GTZ.

During the final discussion: Suhel al-Janabi of GTZ (centre) with Tchanati Joseph Tchali Tchatti, Benin (left), Albert Yomboleny, Benin (2nd from left), Abdelkader Telmani, Algeria (2nd from right) and Boudjema Radjaa, Algeria (right).





Heads of State Dinner, New York:
Al Gore expresses his thanks to Livingstone Maluleke for the announcement of Makuleke Community that no trophy hunting will be allowed in future.

MDG Poster Exhibition at the Art and Exhibition Hall of the Federal Republic of Germany, October 2006.

Photos front cover from left to right

- Buffalo in Pendjari National Park, Benin
- Presenting the MDG Posters at UN Day in Bonn, 2005
- Smallholders during the harvest, Nepal
- Opening the Environment for the MDGs event in New York, 14.9.2005 (UN Secretary-General Kofi Annan, Leader of the UNDP Energy and Environment Group, Charles McNeill, Indonesian Minister of Environment Rachmat Witoelar (from left to right) as well as several delegates from participating countries).

Photos back cover (from left to right)

- Béni Abbès, Algeria. Local water management for the irrigation of oases
- Mountainous region in KwaZulu-Natal (KWN), home to the Makuleke Community
- A coffee break in Ecuador

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AHT Group: front page inside on the right, p. 4 on the left;
p. 42 on the left
al-Janabi (GeoMedia GbR): front page second from left (large picture), front page rightmost; p. 1, p. 2 both; p. 3; p. 7 both;
p. 8 both; p. 9; p. 10 both; p. 11 both, p. 12 on the right;
p. 40 on the left, p. 40 on the right; p. 41 both
Drews: p. 5 on the right
Collin Bell: p. 6
Ulutunçok: front page leftmost
GTZ archive: front page second from right, p. 5 on the left
GTZ/Transform: p. 4 on the right; p. 42 in the middle
Ndoko: front page inside on the left
PAC-GTZ : p. 42 on the right
Sckeyde: p. 40 in the middle
SERNAP: p. 12 on the left



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