

Darwin Livelihoods & Conservation Workshop

Sustainable use:
tangible community benefits via certification

The Good Woods project, Mombasa, Kenya.
162/11/2004
*Conserving Kenya's forests through certification
of sustainably sourced woodcarvings*

David Hoyle, WWF-UK
3rd October 2007



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A Market based conservation project - Presentation Summary

- Introduction
- History of the project
- What were the results?
- What did it cost?
- Key lessons
- Scaling-up
- Current situation



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Overview





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The conservation issue



In Kenya, East Africa

- c. 50 000 hardwood trees/yr carved (e.g. ebony - *Dalbergia melanoxylon*)
- endangering plants and animal species endemic to Kenyan coastal forest fragments
- **degrading of globally important, biodiversity rich East African coastal forests (illegal cross border trade)**



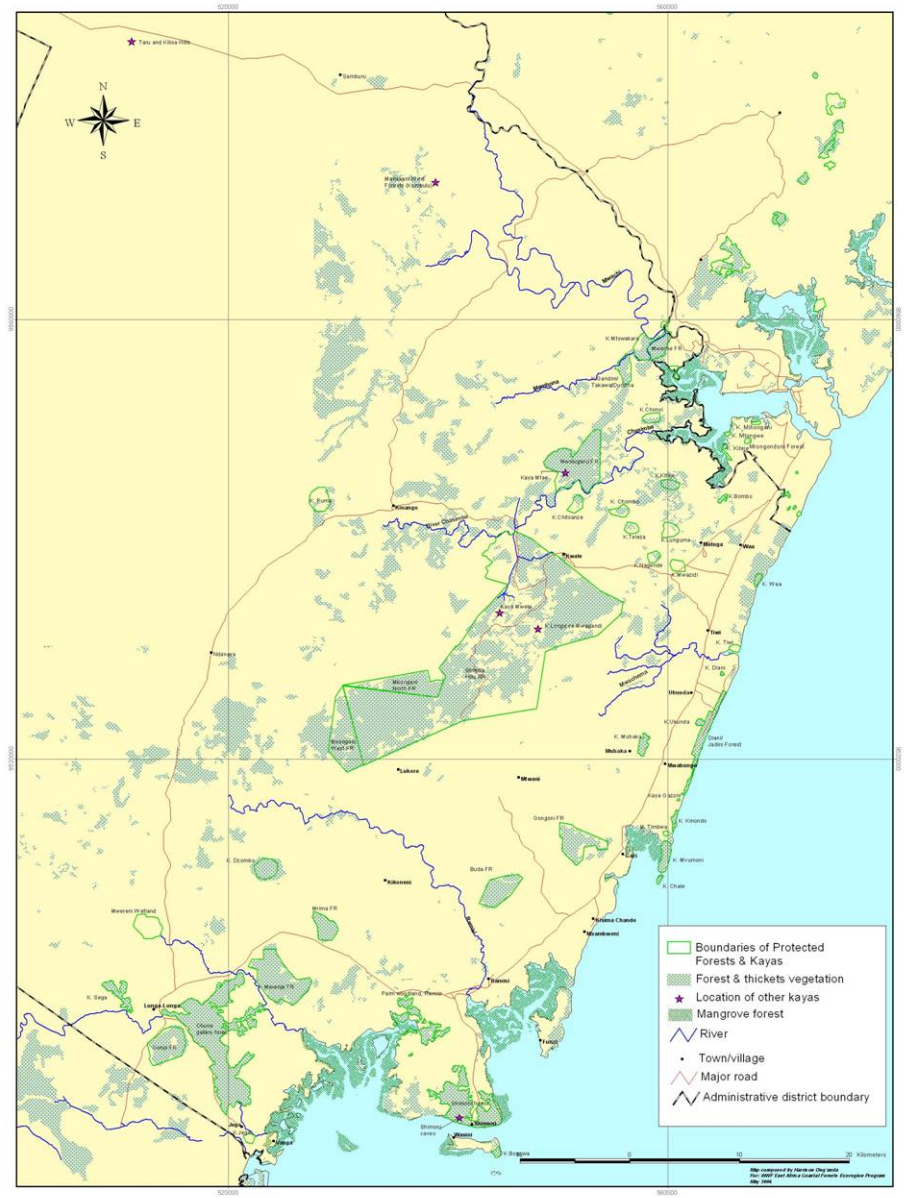
Sokoke Scops Owl



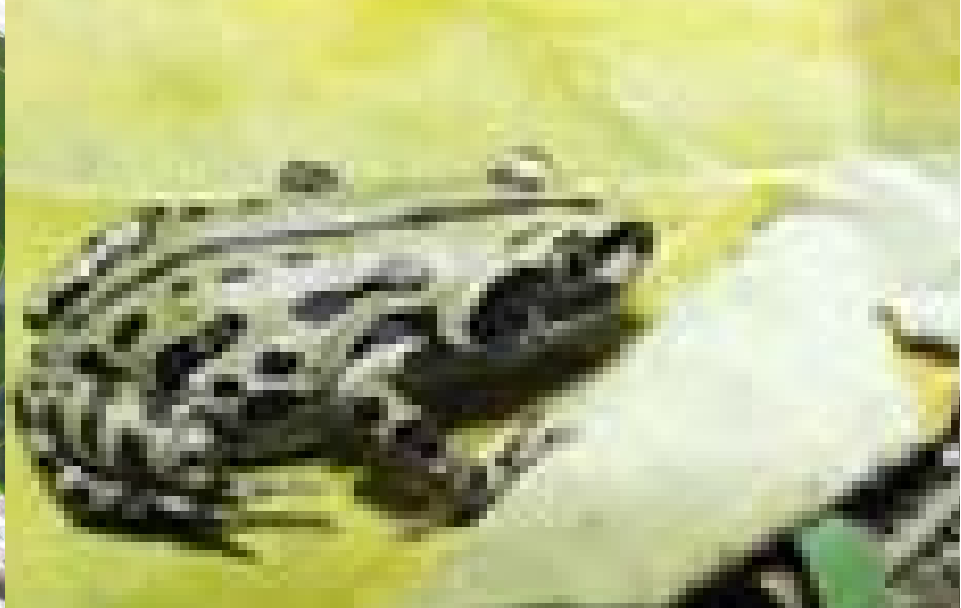
Red-rumped elephant Shrew



CONSERVATION AREAS AND COASTAL FORESTS OF KWALE LANDSCAPE



Biodiversity



Social, cultural, economic dimensions



- up to 60,000 carvers with 350,000 dependants;
- until mid- 90s generated c.20 m US\$/yr
- **livelihoods under threat due to dwindling hardwood resources**

Why did the idea of certification emerge?

Initial problem identification - 1999

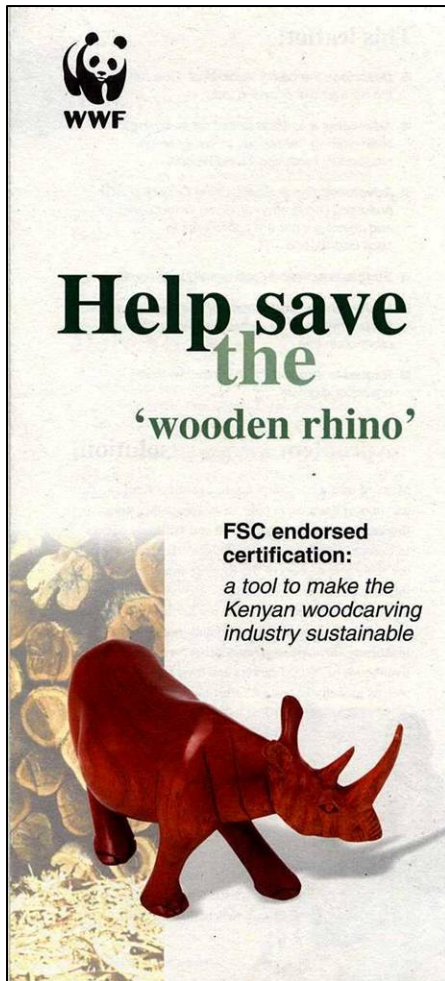
Stakeholder workshop results

- **carvers** still have insufficient incentive to switch: liked carving hardwood, illegally cut and as cheap as 'Good Woods', no curing of wood necessary;
- **policy level - Kenya**: no enforcement of environmental legislation (e.g. hardwood ban)
- **buyers** no clear ethical choice because no eco-label for 'Good Wood' carvings

Decided to go for FSC, which was aiming high!

Assumption: strong market-led demand for "good wood" carvings can change carvers' practices.

Key Objective - 1999



FSC certification for
environmentally & socially
sustainable Kenyan
woodcarvings



Key strategies - 1999

- Switch timber species (carving wood)
- Extend FSC to small producers
- Systems – wood carving cooperatives, farmers' associations & importer-exporter

FSC certification of natural forest for the carving sector
in Kenya not a possibility



People and plants

History & Phases

- **Research:** (1994-1997) - problem identification & situation analysis
- **Campaigning:** (1998-1999) - switching to “good woods”
- **Eco-labelling** (1999-2002) – scoping eco-label options inc FSC & capacity building
- **Certification** (2002–2005) – certification a business tool, **Oxfam**, changing FSC
- **Consolidation** (2005-2007) – maintaining FSC; expanding to Malindi; disseminating lessons





Darwin



Conserving Kenya's forest through certification of sustainably sourced good woods

**April 2002 – March 2005
(Certification phase)**

Purpose: Conservation of critical forest habitats in Kenya by putting in place an incentive to enable carvers to shift from traditionally preferred forest hardwoods to farm-grown or plantation species, thereby providing for sustainable livelihoods for carvers and tree owners.

Outputs:

- 1. Certification of sustainable source carvings from two woodcarving cooperatives**
- 2. Increased general awareness about sustainable woodcarving and benefits of certification amongst carvers, tourists, exporters and importers.**

£172,600



Why it took so long? Problems identified subsequently

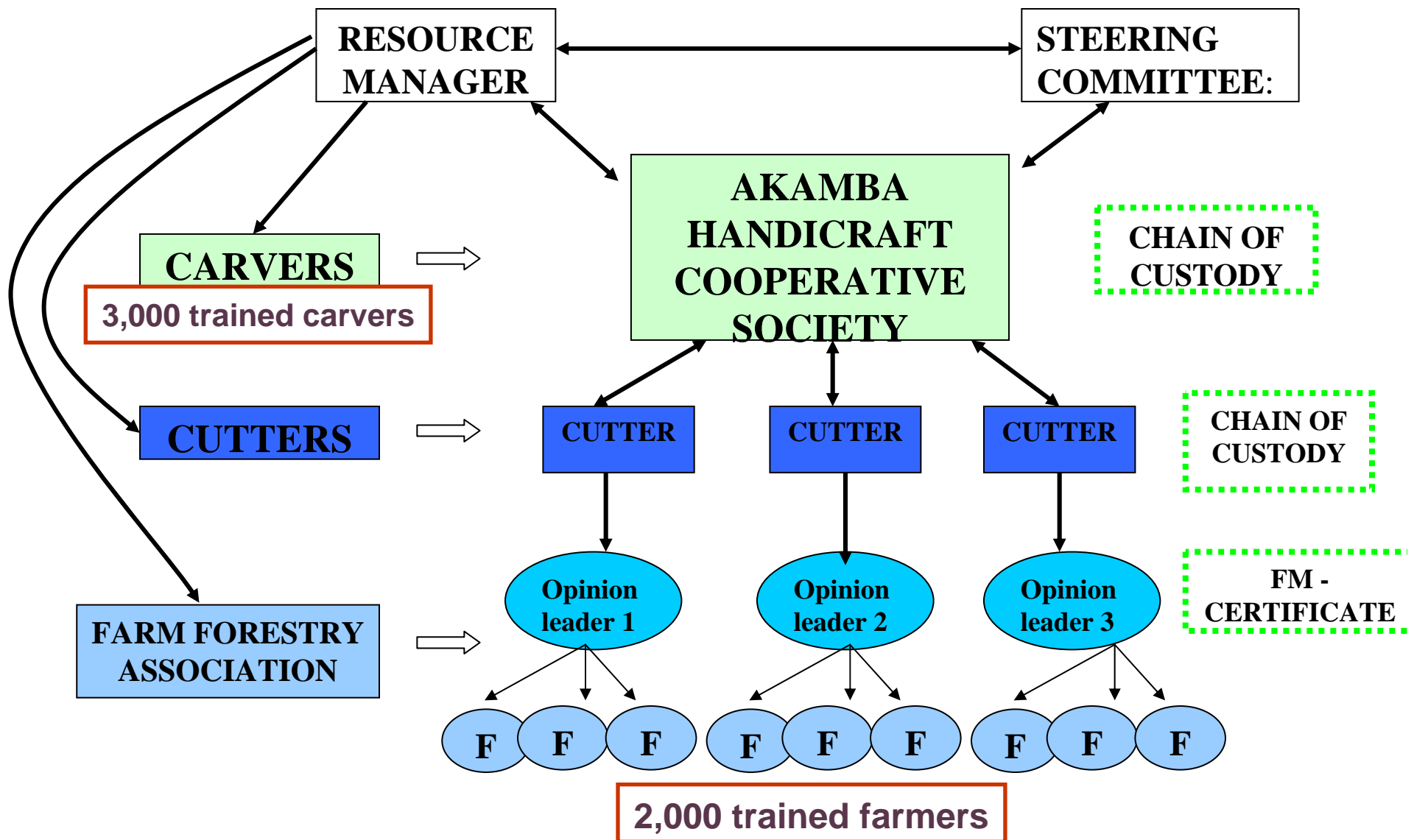


General:

- lack of initiative, incentives & capacity for carving co-ops to embrace certification - cannot clearly see benefit despite awareness raising & training;
for farmers: sale of 1-2 trees per year under certification
insufficient incentive to comply to FSC rules and form into groups;
- No market readiness:
quality, design & business skill improvements needed to capture new export markets
- Price premiums minimal:
main benefit likely to be increased market share & access
- FSC related problems – costs, criteria,



Neem certification system - complicated





- Shifting carvers behaviour – (saving 40-50 cu.m hardwood pa); woods & quality
- Shifting market behaviour - CIMA
- Global policy change - Changing FSC (SLIMF)
- First hand experience helped WWF engage Kenya govt on policy issues
- Certification - Securing three FSC certificates
- Maintaining FSC certification to date
- Improved livelihoods of carvers
- Improved livelihood of farmers

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FSC Solution



Develop 'low input' certification for low input forest management



- project lobbied hard & participated in the SLIMF (Small and Low Intensity Managed Forest) initiative of FCS
- <http://www.fsc.org/slimf/index.htm>;
- still questionable if changes made gone far enough to really benefit many small producers & remove entry-barriers



Successful certification – March 2005



- **Farmers – forest management certificate**
- **Carvers - chain of custody certificate**
- **Exporter company (CIMA) – chain of custody certificate**





Tangible community benefits

Improved livelihoods



Monetary

Carvers:

- Minimal, select few.
- Secured sales
- Secured income



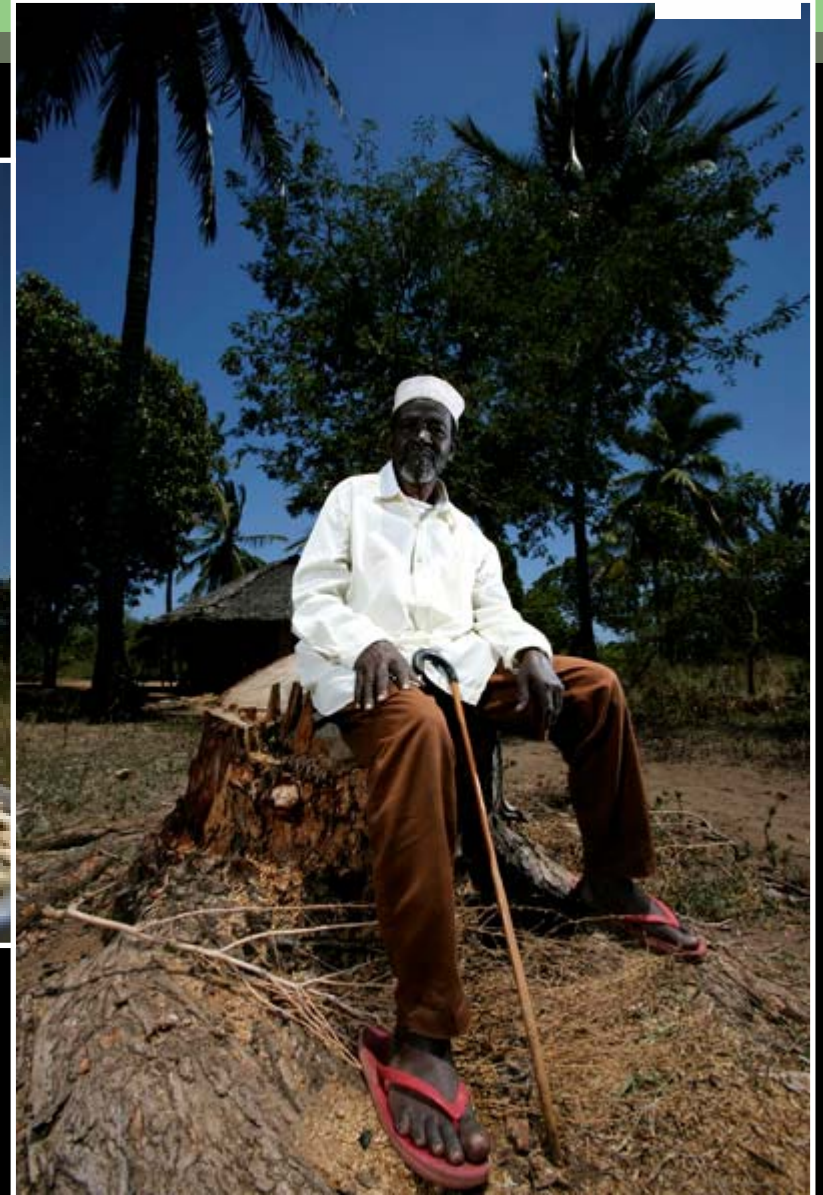
Farmers:

- Tree sales: small total £500 p.a. (2005)
- By products: (tea, oil, seed) £2500 (2004)





Testimonial





Tangible community benefits

Improved livelihoods



Non-Monetary

Carvers

- Health and safety; training;
- Designs, quality, standards
- Security
- Savings bank

Farmers

- Farmers association
- Development forum
- Legally registered
- Social structures





Lessons Learned



- Initial lack of understanding of complexity and market-related constraints
- **Working in Partnership (Oxfam et al)**
- Personalities, leadership & commitment
- **Evolution – adaptive management**
- Donor support / donor driven
- Influencing national policy
- Overcoming barriers to certification
- **Indirect benefits of certification**
- Expectation of substantial premiums & monetary incentives has been naïve
- Very time consuming and costly.

(Total WWF funding 1999-2007 = £508,000. £56,000 p.a.)

Ref – detailed lessons learned doc



Current situation



1. Scaling-up
 - Malindi carvers
 - Disseminating lessons learned in Kenya
 - Promoting National Standards of certification
 - Sharing lessons and ideas and different approaches regionally, eg FSC natural forest in Tanzania
2. True business viability??
 - Profitability
 - Project support
2. Challenges working with cooperatives
3. Carvers have not totally switched (still c. 40% hardwoods)



Thank you

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