

## Pathways to Green Growth in Africa: AWF's Experience with Sustainable Tourism at the micro-level

*Daudi Sumba*



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- Tourism fastest growing industry – 1 billion travellers in 2012 ; contributes 10% of global GDP and employment
- Depends on natural resources in Africa – biodiversity loss alarming
- Harness value of tourism to finance sustainable NRM
- AWF Landscape conservation – conserve ecosystems and functions
- Link conservation, rural economic development and poverty alleviation through CBNRM and Sustainable tourism
- Micro-level focus – experience, knowledge models that can be replicated at macro level

# Sustainable Tourism in AWF

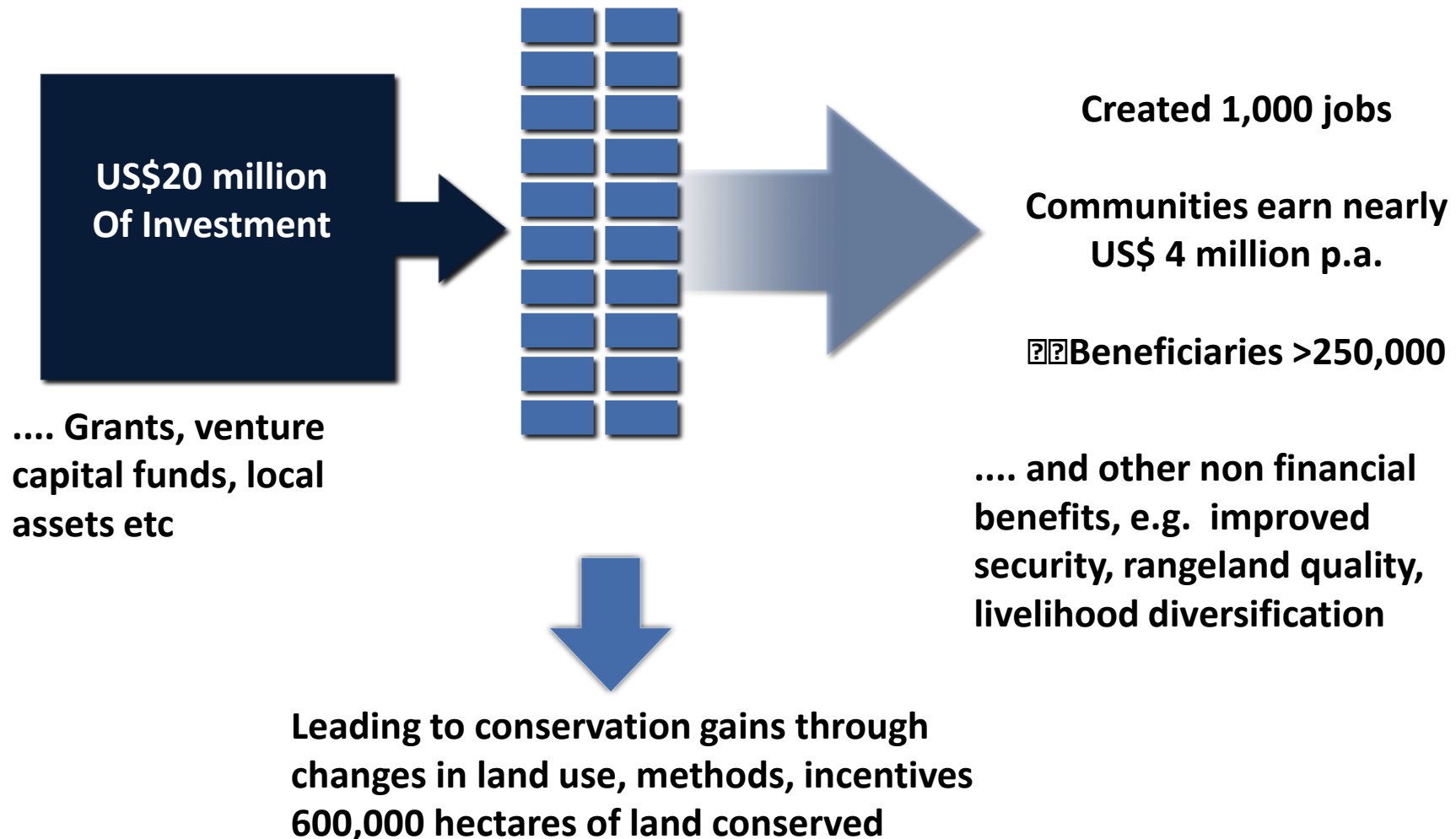
- Facilitate community-private sector joint venture partnerships
- Provide business development and other services to create partnerships
- Community – owner of land, facilities; private sector – management
- High value – low impact tourism (beds 12-24)
- Clear link to conservation goals – habitat & species to be conserved
- Apply International Ecotourism Design Standards for sustainability and Global Sustainable Tourism Criteria for lodges

## SERVICES PROVIDED

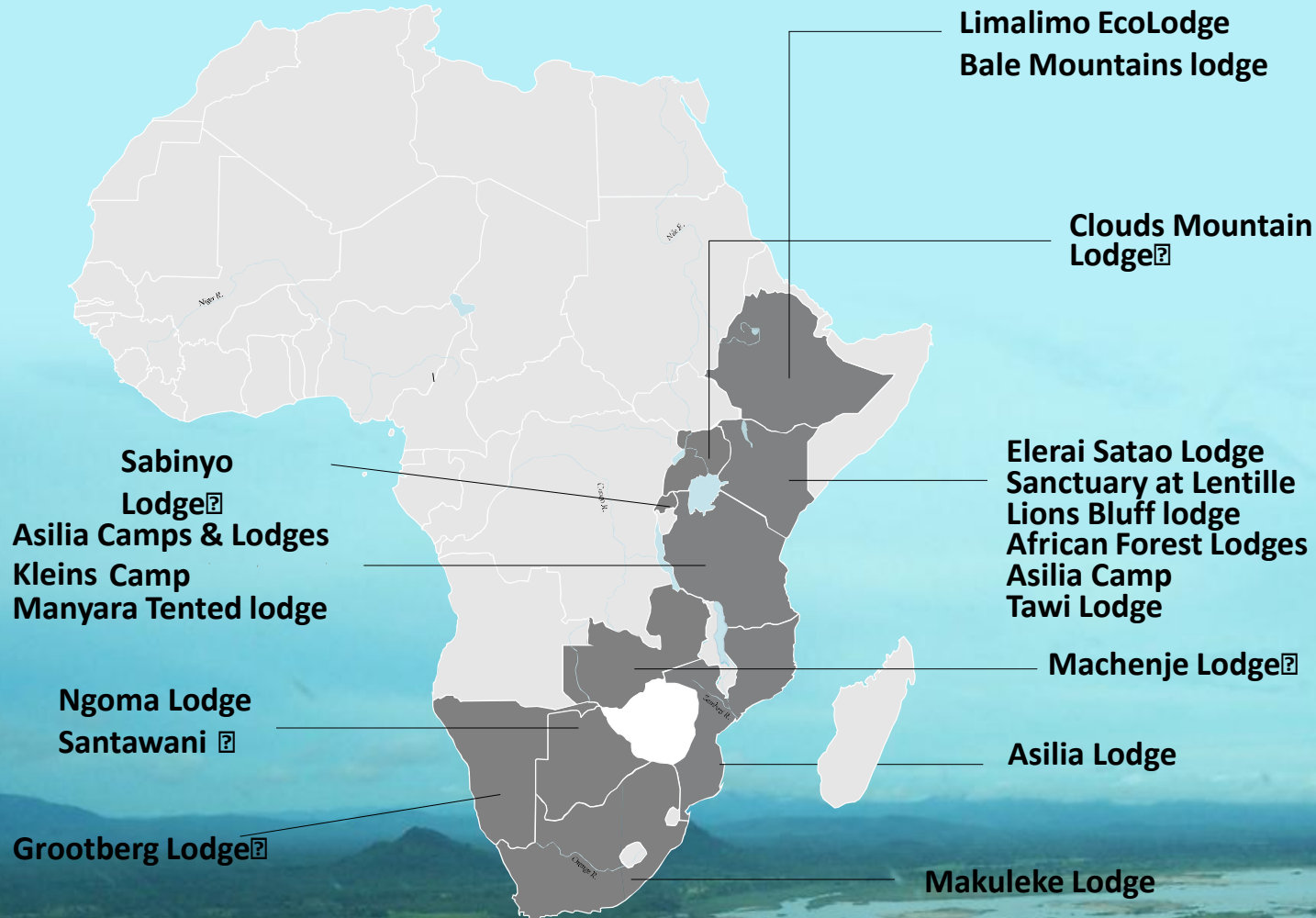
- Business and financial planning; contracting,
- Conservation planning and covenants;
- Securing community resource rights e.g. land tenure
- Development of community institutions and capacity building
- Technical assistance with sustainable practices and eco-labeling
- Revenue sharing agreements
- Conflict resolution mechanisms

# AWF Sustainable Tourism Projects

## 20 Sustainable Tourism Projects Open For Business



# Location of Sustainable Tourism Projects





# Sanctuary at Lentile, Kenya





# Sabyinyo Silverback Lodge, Rwanda



# Koiya Starbucks Ecolodge, Kenya





# Satao Elerai Ecolodge, Kenya

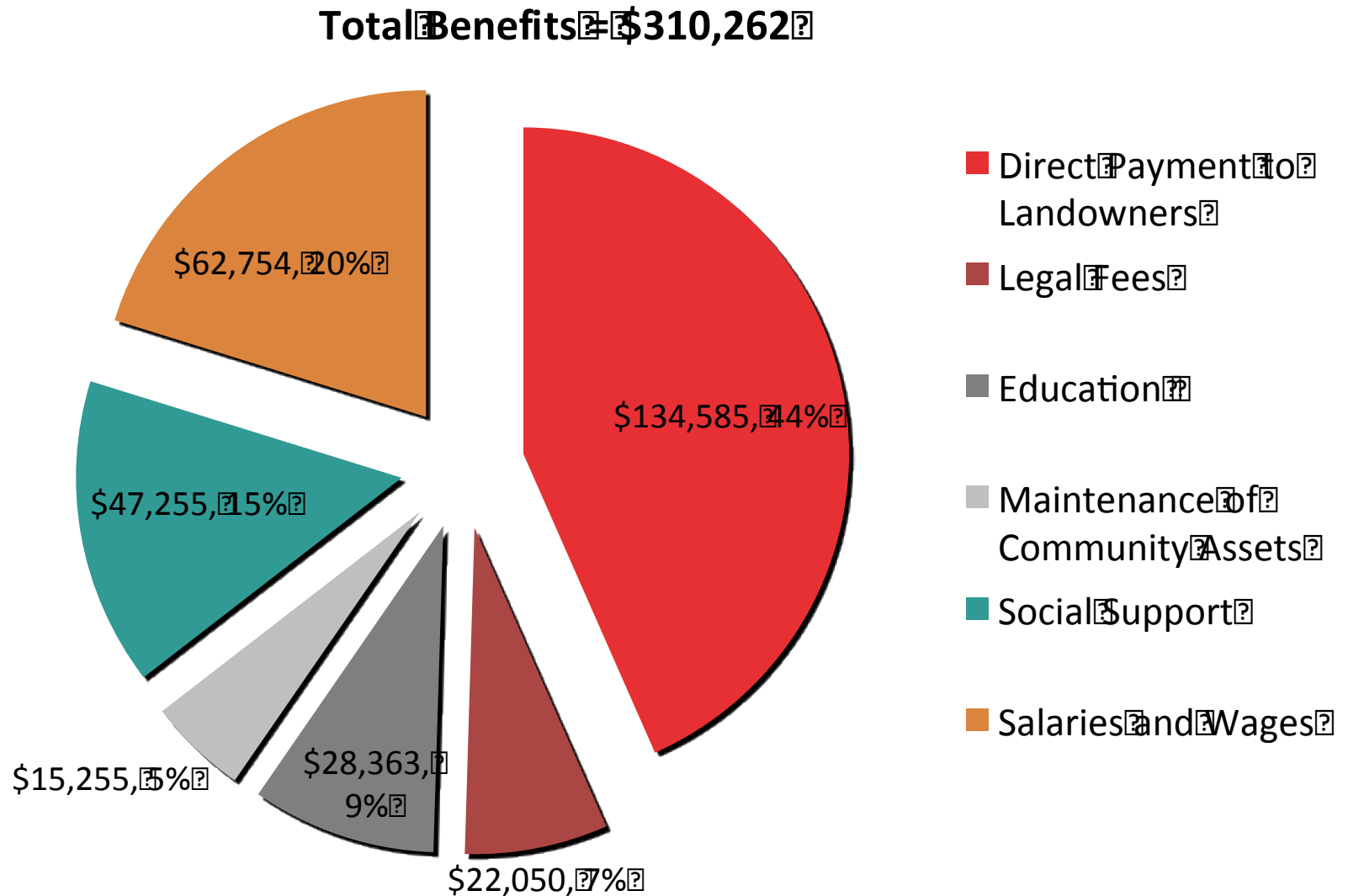




# Ngoma Ecolodge, Botswana



# Elerai Community Benefit Distribution (2009-13)

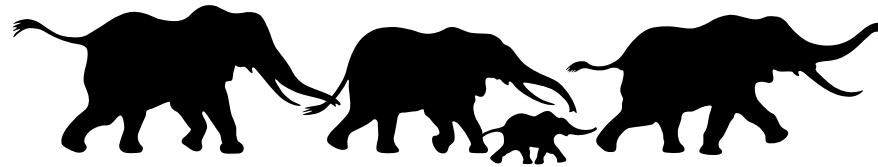




# Financing Sustainable Tourism

- Last 10 years – Grant financing from development donors
- Created African Wildlife Capital in 2011 – Impact investing company
- Use debt and quasi-debt financial instruments
- Raise funds from investors - conservation bonds
- \$7 million raised in last 3 years – developed 6 tourism businesses in Kenya, Namibia, Ethiopia, Tanzania

- Experience shows Sustainable tourism can drive green growth at micro-level – finance conservation; create jobs; improve rural livelihoods and development
- Success requires enabling macro level policy and enabling environment for replication to scale
  - Also need dedicated green funds for scaling up



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