



Market Systems for Biodiversity

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Fauna & Flora:

- Set up in 1903, we are the world's first international conservation NGO.
- Our shared purpose is to protect the diversity of life on Earth, for the survival of the planet and its people.
- We engage with local communities in 99% of relevant field-based conservation projects.
- We are focused on impact at site level. We champion “locally-led conservation” and adopt bottom-up approach in our programmes.
- Our 2023 impact report:

<https://www.fauna-flora.org/our-work/our-impact/#report>

Market System in Conservation:

- FFI was the pioneer in bringing market system approach to conservation sector.
- In 2016, FFI in partnership with Practical Action adapted the Participatory Market System Development (PMSD) approach for biodiversity impact.

[Link to guidance](#)

- Since 2016, we have adapted market system thinking approach in about 20+ project globally.



Enterprise & Finance Global Portfolio



• For the purpose of discussion. Not all Fauna & Flora E&F projects covered in this slide

Why are we doing this?

- create economic incentives for sustainable use of biodiversity.
- generate sustainable finance for conservation.
- NGO's role a facilitator, reduce dependency, scaling impact

Who fund us?

- Statutory donors : UK Government, USAID, EU (250,000 GBP – 12 million GBP that include funding for conservation as well). Timeline: 3-5 years.

How we measure impacts?

- Social indicators: number of community members trained, increased income, improved well-being
- Economic indicators: number of business supported
- Biodiversity indicators:
 - Area being actively conserved or restored
 - Avoiding/minimising biodiversity loss
 - Financing and Investing in Conservation Efforts



Sustainable octopus fisheries

Pemba Island, Tanzania coast

Key conservation efforts:

- Sea turtles, dolphins, corals, mangroves
- Locally-Managed Marine Areas (LMMA)
- Marine patrols, gear restrictions
- Temporary closures

MSD objectives:

- create economic incentives for sustainable use of biodiversity (temporary closure)
- generate sustainable finance for conservation.

Donors:

- UK Darwin Initiative (around 400, 000 GBP), and other donors
- Blue Action Fund (around 5 million euros)



Market Selection

Criteria	Weightage						octopus						reef							
	participant 1	participant 2	participant 3	participant 4	participant 5	average	participant 1	participant 2	participant 3	participant 4	participant 5	average score	weighted average score	participant 1	participant 2	participant 3	participant 4	participant 5	average score	weighted average score
potential for the system to grow economically	9	9	9	8	7	8.4	10	9	8	9	8	8.8	73.92	10	8	8	8	8	8.4	70.56
Market stability	10	8	8	7	10	8.6	10	8	7	9	9	8.6	73.96	5	8	6	7	8	6.8	58.48
unmet market demand	9	9	9	7	8	8.4	10	8	8	8	9	8.6	72.24	8	8	6	7	9	7.6	63.84
existing market linkage	7	6	9	7	7	7.2	10	7	7	7	10	8.2	59.04	5	7	6	7	9	6.8	48.96
Address poverty (on economic terms)	7	6	10	8	7	7.6	10	8	6	6	9	7.8	59.28	10	8	7	6	9	8	60.8
Market inclusivity and equity	8	8	6	7	8	7.4	10	7	8	8	8	8.2	60.68	10	7	6	6	6	7	51.8
Age	7	7	8	6	7	7	10	8	7	7	8	8	56	10	7	5	7	3	6.4	44.8
Gender	10	7	8	7	9	8.2	10	8	7	7	8	8	65.6	10	7	7	5	3	6.4	52.48
Sustainable management system well established (including gears)	10	10	9	9	10	9.6	10	10	9	7	8	8.8	84.48	10	10	7	7	4	7.6	72.96
potential to improve Local governance structure (including enforcement)	10	8	8	8	9	8.6	10	8	9	8	7	8.4	72.24	10	8	7	8	7	8	68.8
biology and status well known (status not threatened)	10	10	8	9	9	9.2	10	10	9	7	7	8.6	79.12	10	8	6	7	3	6.8	62.56
positive impacts on other target species/ecosystems	8	10	9	7	9	8.6	8	9	8	6	7	7.6	65.36	10	8	6	7	6	7.4	63.64
equitable benefit sharing mechanisms	8	6	7	8	7	7.2	10	8	8	6	8	8	57.6	10	8	5	6	7	7.2	51.84
incentivise sustainable use	10	6	7	8	6	7.4	8	8	8	6	6	7.2	53.28	10	8	5	6	6	7	51.8
Donor interest	5	6	8	7	6	6.4	10	7	8	8	8	8.2	52.48	10	7	4	7	6	6.8	43.52
Ease of Quality control	9	6	8	8	8	7.8	10	7	6	7	8	7.6	59.28	7	7	4	5	7	6	46.8
Influence National policy and leg. Framework	10	7	8	7	8	8	8	8	7	8	9	8	64	5	8	7	8	6	6.8	54.4
Return - value-ROI	8	7	6	6	8	7	10	8	6	6	8	7.6	53.2	10	8	5	6	7	7.2	50.4
Less entry barrier	8	7	6	5	8	6.8	10	9	8	8	8	8.6	58.48	8	8	5	8	5	6.8	46.24
Maximum impact for the community	7	9	6	6	7	7	10	9	6	8	8	8.2	57.4	10	8	5	8	6	7.4	51.8
													1277.64							1116.48

Participatory market mapping



Shared Vision

PMSD contributes to:

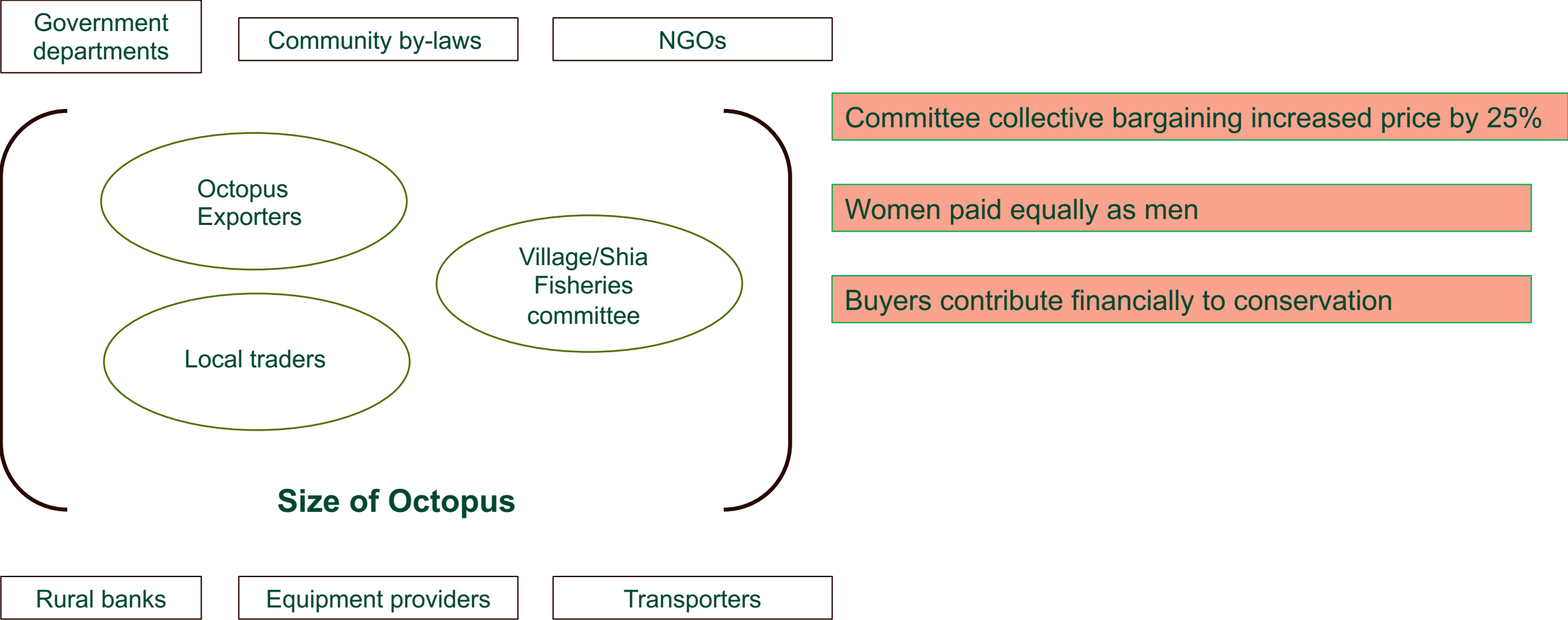
Sustainable Livelihoods of the women and men across age groups living near sites of high conservation value (**social**)

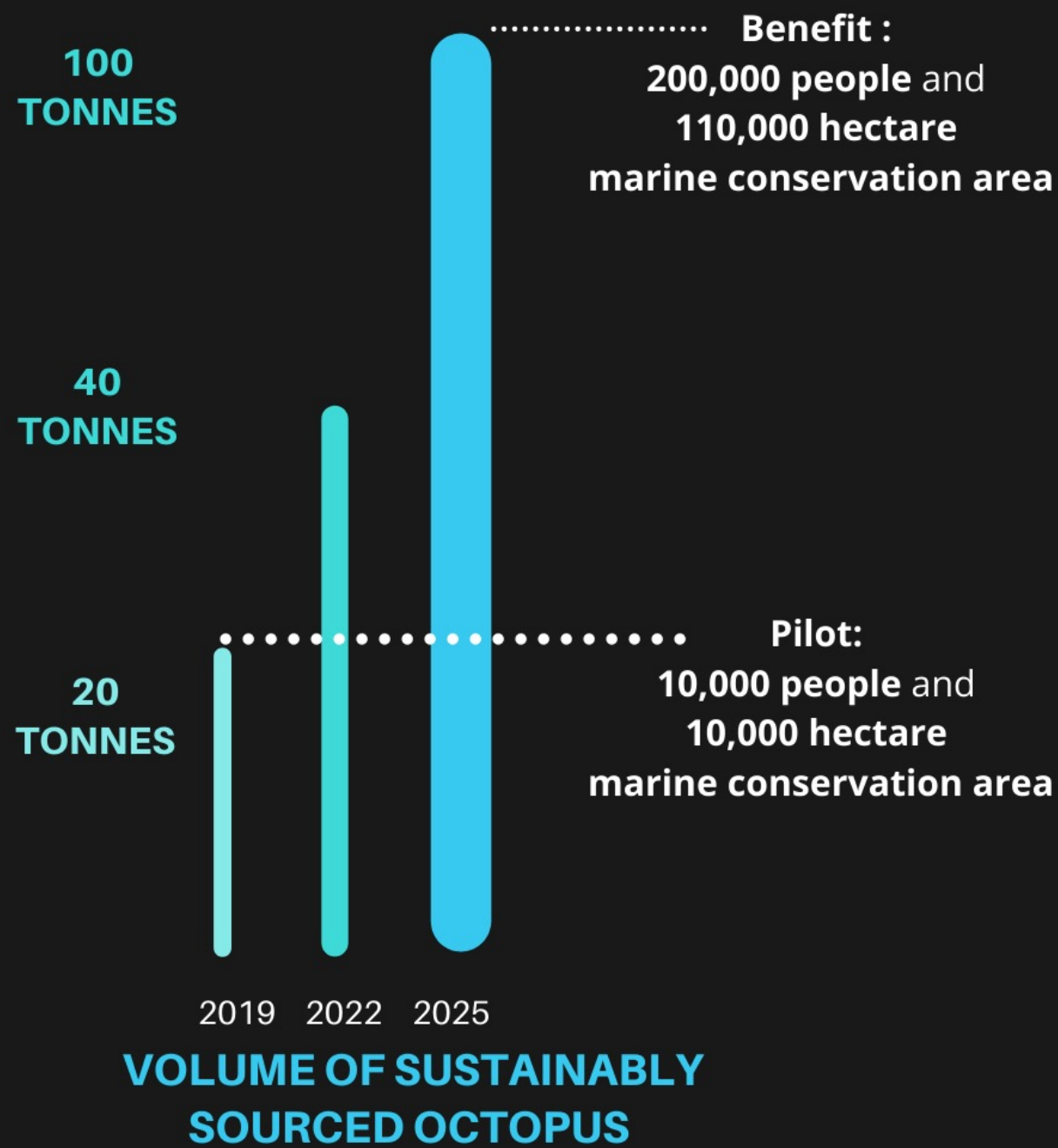
by creating a shared vision among all actors on establishing a *more organised marketplace for high-quality octopus*, and further developing octopus market system where *all actors are rewarded fairly and equitably* (**markets**)

and

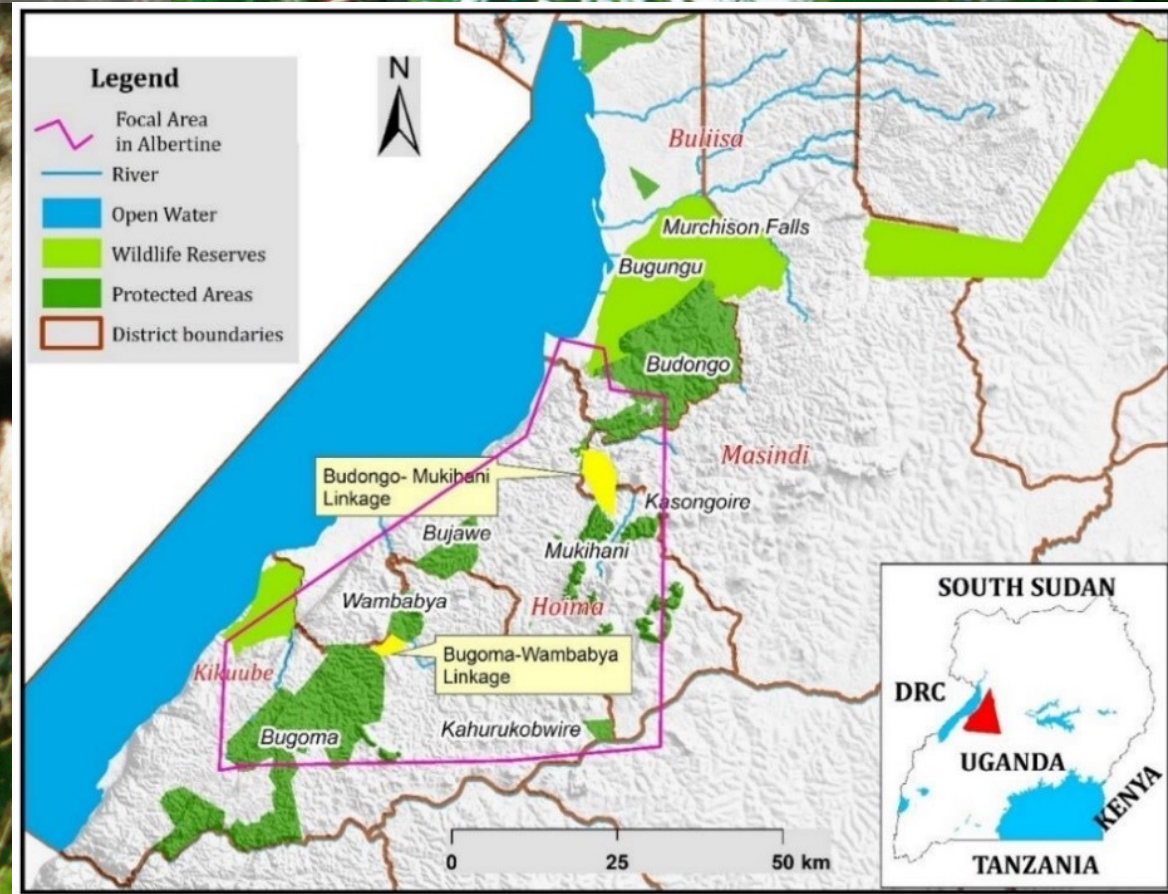
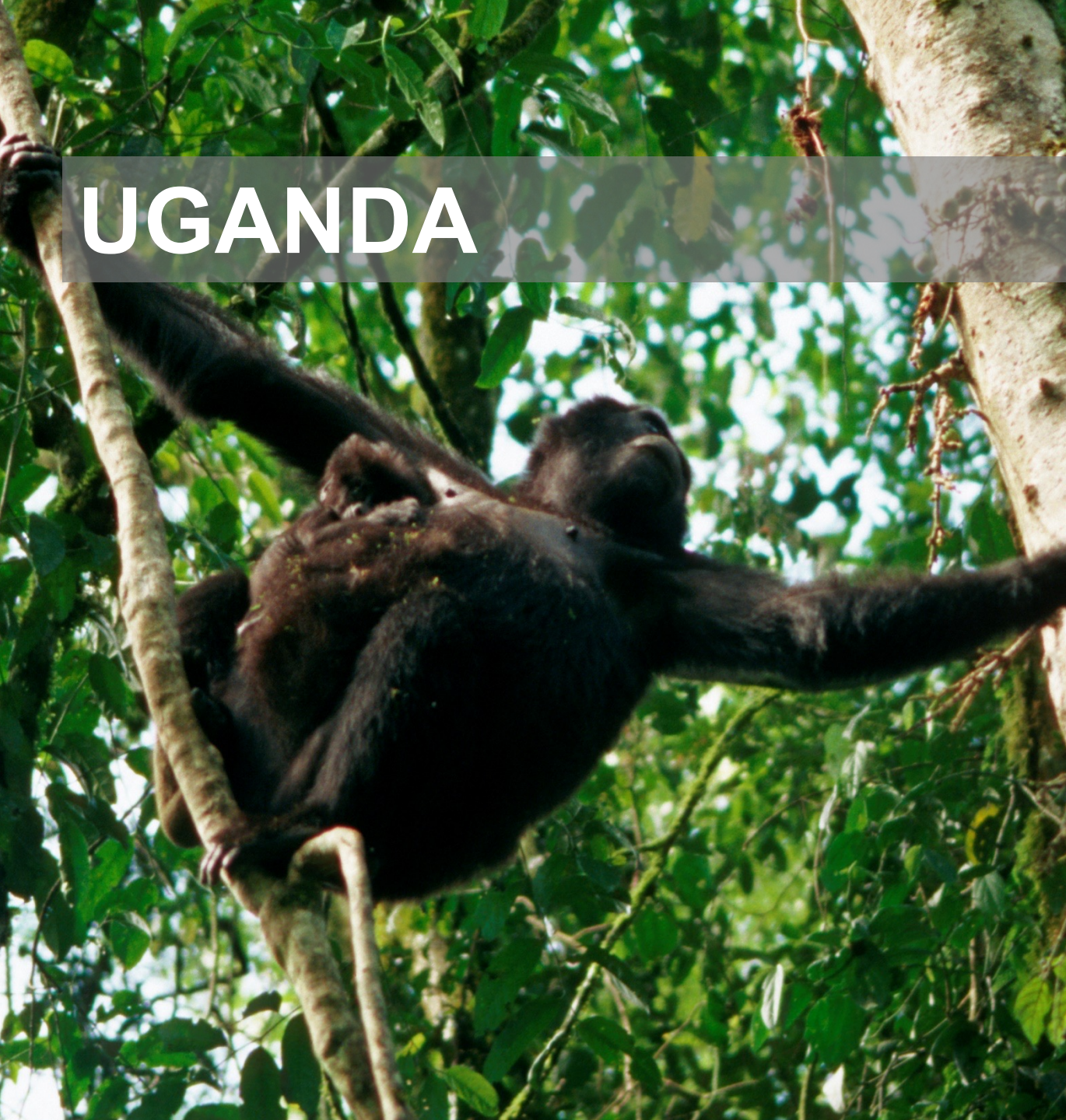
are governed by sound environmental management principles that inform national marine policies and promote good local governance to improve viable octopus population and ensure no net loss of biodiversity (**biodiversity**).

Participatory Market system development, Zanzibar, Tanzania





UGANDA



Key conservation activity

- Developing capacity of grassroots conservation organisation.
- Chimpanzee monitoring
- Tree planting
- Chimpanzee-friendly agriculture and markets

MSD objectives:

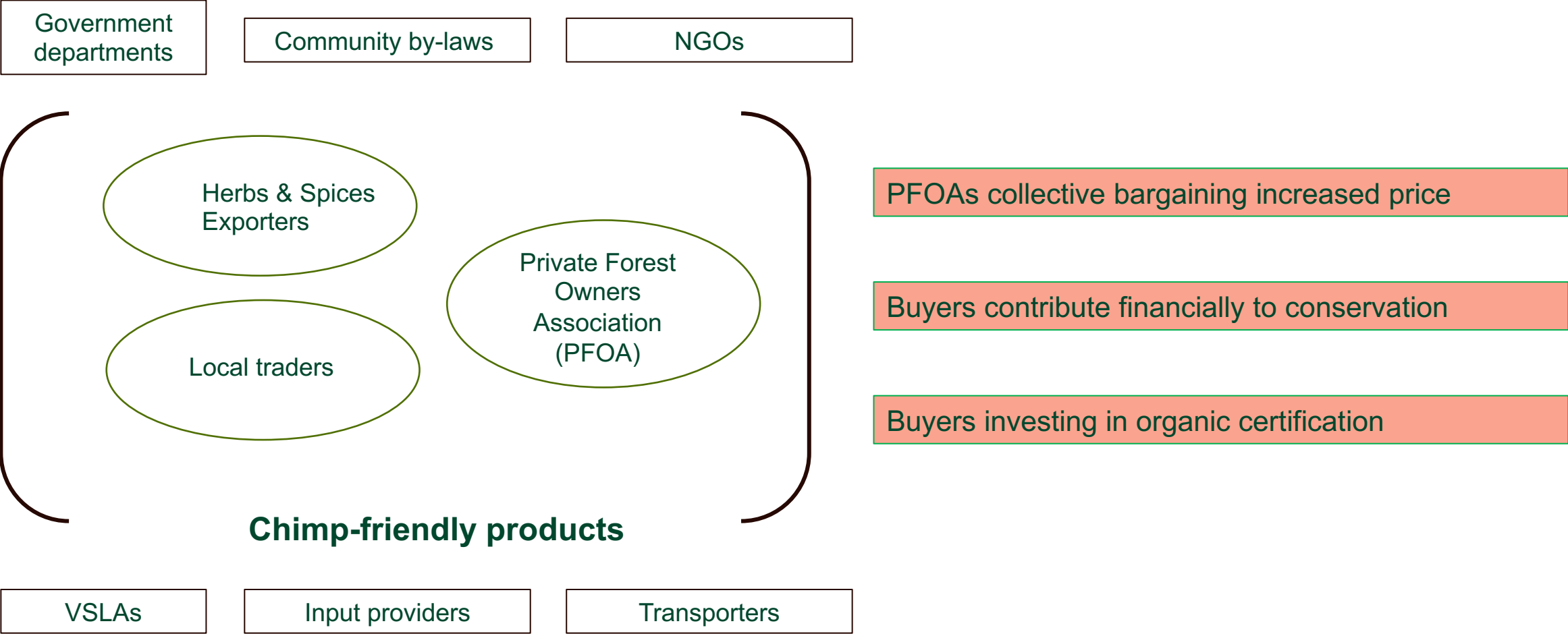
- create economic incentives for sustainable use of biodiversity (tree planting and conservation actions)
- generate sustainable finance for conservation.

Donors:

- UK Darwin Initiative (around 400, 000 GBP), US Fish & Wildlife



Participatory Market system development, Hoima, Uganda



Key learnings:

What is going well?

- Prioritise markets based on both socio-economic and ecological relevance.
- Re-enforced the role of NGO's as facilitators
- Empower marginalised market actors to better engage with the market.
- Convene actors and facilitate the development of a shared understanding of problems and an associated collaborative action plan.

What isn't going well?

- Looking beyond the core value chain to address constraints in the enabling environment.
- Engaging larger commercial actors with greater reach and influence.

What we can do differently?

- Working with organisations who are experts in markets and MSD. Example, BLF project with SNV.

Thank you!

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**Fauna
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Saving Nature Together

