Biodiversity and Business

Our experience

Looking ahead
Our Objectives

1. Long-term conservation & biological corridors
2. Environmental education
3. New sources of income
4. Involve the community
5. A model of cooperation

Strawberry poison dart frog carrying tadpole
1: Conservation and Biodiversity

Biological Corridors
- Essential for survival of species
- 17000 trees planted
- 54 native tree species
- 19 farmers participate
Bio-Korridore erhalten gefährdete Tiere

8 m growth in 18 months!

February 2006

October 2007
2: Environmental Awareness

- 5,600 children and adults
- 20 schools

Children enjoy the forest in the rain
Tatiana Gamboa receives Univ. of Costa Rica certificate

3: Economic opportunities

- 6 small businesses
- US$ 70,000 incomes
- 50 families in 6 communities
2 Awards in Costa Rica
### Annual Report 2007

#### Nature and Community Project Objectives

- Assuring long-term biodiversity
- Environmental education
- Additional income and livelihood generation
- Community Involvement

#### Overview of progress per indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>GTZ Targets</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trees planted</td>
<td>15,000</td>
<td>1,200</td>
<td>4,679</td>
<td>11,668</td>
<td>17,198</td>
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<tr>
<td>Trees monitored</td>
<td>10%</td>
<td>150</td>
<td>514</td>
<td>1,401</td>
<td>1,484</td>
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<tr>
<td># of species planted</td>
<td>15</td>
<td>30</td>
<td>49</td>
<td>57</td>
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<tr>
<td>Plant and fungii species identified</td>
<td>225</td>
<td>240</td>
<td>296</td>
<td>306</td>
<td></td>
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<tr>
<td>Fauna species identified</td>
<td>187</td>
<td>192</td>
<td>221</td>
<td>293</td>
<td></td>
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<tr>
<td>Environmental education assistance</td>
<td>4,000</td>
<td>329</td>
<td>722</td>
<td>3,111</td>
<td>5,592</td>
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<tr>
<td>% children</td>
<td>40%</td>
<td>92%</td>
<td>71%</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>% adults</td>
<td>60%</td>
<td>8%</td>
<td>29%</td>
<td>25%</td>
<td></td>
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<tr>
<td>% external communities</td>
<td>25%</td>
<td>0%</td>
<td>16%</td>
<td>55%</td>
<td>45%</td>
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<tr>
<td>Hours of courses to small businesses</td>
<td></td>
<td>308</td>
<td>1,155</td>
<td>2,047</td>
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<tr>
<td>Manos Creativas sales</td>
<td></td>
<td>$8,000</td>
<td>$20,456</td>
<td>$28,897</td>
<td>$41,167</td>
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<td>Chiquita Banana Show sales</td>
<td></td>
<td>$2,000</td>
<td>$8,241</td>
<td>$14,480</td>
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<td>Alamo sewing group sales</td>
<td></td>
<td>$1,260</td>
<td>$8,072</td>
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<tr>
<td>Canfin natural health product sales</td>
<td></td>
<td>$671</td>
<td>$2,198</td>
<td>$1,836</td>
<td></td>
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<tr>
<td>Trops banana and fruit products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trinidad newspaper products</td>
<td></td>
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</table>

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**Results**
<table>
<thead>
<tr>
<th>Year</th>
<th>Activity Description</th>
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<tbody>
<tr>
<td>2004</td>
<td>Projektgründung mit Mitgliedern der GL Migros</td>
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<tr>
<td>2004</td>
<td>Journalisten-Reise mit intensiver Berichterstattung</td>
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<td>2004</td>
<td>Erste Verkaufspromotion „Nogal“ mit 16% Umsatzplus</td>
</tr>
<tr>
<td>2005</td>
<td>Promotion „Nogal“: US$ 170.000</td>
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<tr>
<td>2006</td>
<td>Promotion „Nogal“: US$ 185.000</td>
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<td>2007</td>
<td>Start von Partneraktivitäten mit CH Universitäten</td>
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<tr>
<td>2008</td>
<td>Ganzjahresprogramm mit starkem POS Auftritt</td>
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</tbody>
</table>
Die Nogal-Regenwaldreservat in Costa Rica

Chiquitas grünes Herz
Warum die Migros in Costa Rica ein Naturschutzgebiet unterstützt.
What matters most?

- Changing attitudes:
- Learning to appreciate the beauty and importance of the natural environment

Girl discovers hummingbird nest
The keys to effectiveness

Cooperate
Focus, don’t disperse
Clear objectives
Quality of execution
What have we learned?

The Key Participants

- Private enterprise: Funds and organization
- Public sector: Funds and expertise
- Land users: Land and commitment
- Scientists: Guidance and monitoring
- Local community: Protection, participation
- Authorities: Support, incentives
What have we learned?

- Partnerships: Energy, commitment, resources
- Participation of land users
- The main task: Change attitudes
- In the tropics, mother nature helps
Biodiversity partnerships can make things happen!

How can such partnerships multiply?
How can such partnerships multiply?

Our opportunity:
- Additional partners
- Leverage resources
- From place to landscape
How can such partnerships multiply?

The bigger opportunity:
- The Key: Convening power
- A common framework
- Multiple participants
- Sharing resources
- From landscape to region