



WWF

AP

2018



Asia Pacific Regional Network Social Development for Conservation

WWF Network and Social Development

The new conservation program of WWF places a stronger focus on the social dimensions of our work and the critical connections to peoples' needs and rights. The 2030 sustainable development agenda and the challenges that we face require that we do conservation differently. Social development processes are the very mechanisms at the basis of conservation, so must be 'front and center' in our work and embedded in our expertise.

WWF needs to be strong on conservation science and practice and also continue to grow as a competent, and credible partner for advocating and advancing inclusive governance, wellbeing, and human rights that are essential for long-term sustainability and equity.

The network has been working on a Roadmap to roll out the WWF Action Plan on Social Development endorsed

by the Conservation Committee (2014) to improve our capacity in the social dimensions of conservation and ensure that we 'walk the talk' when it comes to human rights and social accountability. With more innovation, resources, capacity and strong partnerships with civil society, WWF can influence drivers, transform the governance of natural capital, direct financial flows towards equity, improve sustainability, and ensure that production and consumption systems are permeated with values of inclusion and social fairness in all the priority places and fora where we work.

With the new architecture of the network organized around Practices, Goals and Drivers, and supporting collective actions and cross-cutting approaches, Social Development for Conservation (SD4C), with its community of experts and meaningful engagement at local, regional and global

levels, is well positioned to contribute to provide expertise on social development issues, and support the NET, Practices, High Impact Initiatives and WWF offices in:

- Setting social standards and strategic direction related to our social license to operate;
- Institutionalizing human rights-based approaches (HRBA) in the network;
- Integrating the social development aspects

of governance that are critical to sustainable conservation;

- Building and nurturing local constituencies, partnerships and coalitions with CBOs and CSOs that are equitable, reciprocal, inclusive and respectful, and based on mutually-agreed goals;
- Advocating more strongly for social principles and policies with government and private sector to move beyond 'social safeguards'.

The Social Development for Conservation Global Team

Social Development for Conservation is an existing global community of thought leaders and practitioners across the network who are deeply committed to championing and facilitating this shift throughout WWF. The SD4C Team is structured as a fluid network, linked in strong and open nodes at regional level, reaching out and coordinating across Practices and offices. For these reasons, SD4C is able to capture and broker thinking, learning, sharing lessons and capacity building on social and development issues among WWF offices and Practices.

Roles and functions of the SD4C Global Team include:

- Build capacity for analysis and advocacy as well as develop tools
- Strengthen analytical and policy capacity in the network on social development issues, esp HRBA, gender and IPLCs rights
- Strengthen programs, develop strategies and social learning components

- Develop accountability mechanisms, conduct assessment and evaluations
- Develop social impact monitoring framework and indicators
- Promote south-to-south initiatives
- Foster partnerships with development and other civil society organizations at multiple levels
- Engage in global policy dialogues and advocacy processes.

To ensure good and effective coordination, and strengthen the collective spirit in which we work, the SD4C global team is organized in a Steering Group, a small Core Team, and four Regional Networks {Africa, Asia-Pacific, Europe and North America, and Central and Latin America (LAC)}, each with its own membership and regional agendas. SD4C also has a task force on gender mainstreaming and actively participates in the Conservation Initiative on Human Rights.

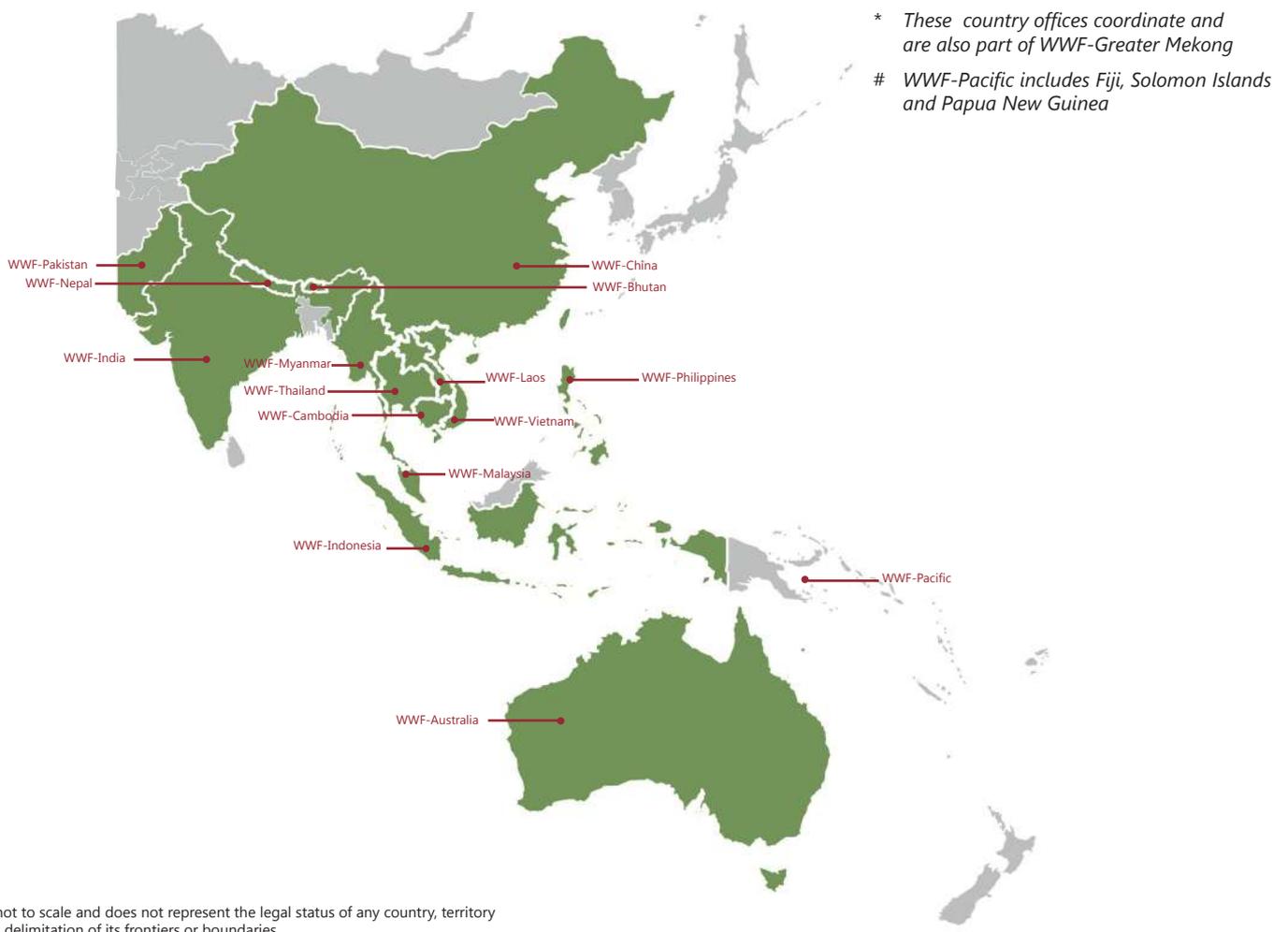


The Asia Pacific (AP) SD4C Regional Network

Across Asia Pacific, social, economic, and human rights are already integrated into WWF's conservation work because our conservation goals simply cannot be achieved unless socio-economic barriers and inequalities are addressed. A strong social development perspective will help reduce social conflicts and ensure that conservation goals can be achieved while improving human wellbeing and equity.

Current offices in the Asia-Pacific Regional Network (as of June 2018)

WWF-Australia	WWF-Indonesia	WWF-Pacific [#]
WWF-Bhutan	WWF-Laos [*]	WWF Pakistan
WWF-Cambodia [*]	WWF-Malaysia	WWF-Philippines
WWF-China	WWF-Myanmar [*]	WWF-Thailand [*]
WWF-India	WWF-Nepal	WWF-Vietnam [*]



Regional priorities

These are some of the priority issues and areas of intervention identified by offices in the Asia Pacific Regional Network:

- Food/Water/Energy security for resource dependent and vulnerable communities
- FPIC, HRBA and gender mainstreaming
- Community enterprises and women empowerment
- Equitable access to natural resources, land reform, and customary use



WWF-Australia has a long history of integrating social development practice to ensure conservation efforts benefit people and planet. Our work with Queensland cane growers, for example, tests and validates farming practices that are good for farmers and good for the Great Barrier Reef. For more than a decade, we have worked with Traditional Owners across the country to support capacity development and advocate for government funding to expand Indigenous ranger programs and Indigenous Protected Areas.

Social development is also central to our international work. Working with WWF offices in the Asia-Pacific region, corporate and philanthropic partners and the Australian Government aid program, we support a range of initiatives, including women's financial inclusion and leadership, community-driven climate change adaptation and sustainable fisheries in Solomon Islands, Fiji and Papua New Guinea, and other community-based economic and livelihood activities in Indonesia, Nepal and Myanmar.

As an active member of the Australian Council for International Development, and the only conservation organisation accredited by the Australian Government aid program, WWF-Australia is also well-placed to advise and facilitate other WWF offices to partner with development NGOs for socially inclusive development policy and practice.

WWF Bhutan

Local communities are an integral part of almost all of WWF's projects in Bhutan (forest, wildlife, freshwater and climate). Local communities are the direct beneficiaries and also participate in the planning and implementation of the project activities. To this end, every WWF project begins with a socio-economic assessment/surveys to understand the socio-economic needs of the local communities, their perception, use of natural resources and the environment surrounding them. This information is then used in planning and finalizing project activities, including identifying the role of local communities in the project. This is to make sure project activities are appropriate and relevant, and respond to local aspirations. While WWF does not directly engage with local communities, it provides guidance and technical support, and collaborates with community leaders, local government staff and local NGOs in project design



and implementation. This approach helps in building local capacities, sustainability and trust among project stakeholders and enhance their sense of ownership of the project.



management, the primary beneficiaries of WWF's interventions have been the forest dependent communities including indigenous people. Social policies are embedded at all levels of implementation especially with regard to mainstreaming community engagement, livelihood improvement, NTFP value chain development, community protected area management, and environmental education. WWF commits to HRBA to ensure the right to effective participation and non-discrimination of CBOs and CSOs in order to promote gender empowerment, equitable partnerships and inclusive natural resource management. A key strategy is to facilitate and connect the voices of the rights holders with the decision makers to drive change. The programme is increasingly building joint collaborations and

Since 1995, when WWF-Cambodia was established to support the Royal Government of Cambodia for effective biodiversity conservation and sustainable landscape

collective actions with civil society partners and private sector for the governance of sustainable landscapes.

Since early 1980s, WWF China has been working from policy to field level on social development for conservation. It has supported local communities to shift to a more sustainable utilization of natural resources for reducing the threat to biodiversity conservation. The communities in Liangshan Landscape, the most southern distribution area of Giant Panda, have a high level of poverty and heavily rely on burning firewood for their living. WWF is working with them to upgrade their traditional stone-based stoves to high-efficiency stoves which save firewood by more than 50%. Being a highly successful project it has been packaged as a Gold Standard



program to try to access revenues from international and domestic carbon market for the local communities to support the maintenance of the new cook stoves. Practices like ecotourism and alternative livelihoods are also being explored for communities living in the priority habitats of the panda, Snow leopard and Siberian tiger in China. Moreover, throughout the country, both Beijing

and all regional offices have been taking steps to develop distinctive initiatives to benefit local communities, which include facilitating reform in PA management system; developing local products with farmers and Panda friendly product certification; organizing environmental activities; engaging the private sector to support livelihood activities.



WWF India set up a separate programme in 2005 to take up the challenge of ensuring sustainability of our conservation work by linking conservation of natural resources, forests with livelihood security and sustainable development of local communities. The main purpose was to mainstream sustainable livelihoods and environmental governance in our field programmes so as to work on development of economic, institutional and policy incentives in the form of sustainable livelihoods,

tenurial security and capacity development. WWF India supports and facilitates adoption of a holistic approach to conservation which enables tribal and local communities to analyse, decide and work towards equitable and sustainable management and use of natural resources for improved individual and community wellbeing. WWF India also facilitates development of strong local community institutions practicing natural resource management and supporting biodiversity conservation goals. It is engaging with communities and local governments for implementing scalable models that integrate conservation and livelihood development.

Promotion of innovative and effective social, economic and policy mechanisms to incentivize communities for conservation is also being done. WWF India is also working on promoting appropriate policy mechanisms and good governance that support both conservation and equity as well as the 2030 Agenda given the need for and emphasis on rapid economic growth. It also partners with other agencies and organisations to work on similar issues within the larger civil society context.

WWF Indonesia

Since 2003, WWF Indonesia has adopted a strong 'community empowerment' approach based on social equity principles and guidelines. The latter are revised and updated as needed, and, with the social policies, are key references for capacity building with staff on HRBA and social equity. A primary focus has been on building local constituencies to empower Indigenous Peoples and local communities for a stronger role in conservation and sustainable development. Working in partnership with CSOs and CBOs we promote and advocate the rights of Indigenous People to access and manage their land and resources (ICCAs). Best practices to build fair benefits for local rights holders are pioneered and applied at all sites with emphasis on production and marketing of NTFPs and local agricultural products, freshwater and coastal fisheries, certification, community-based ecotourism, and community forestry. Social innovation has shaped new and collective initiatives like the Green & Fair Products



and PARARA for promoting community economy and alternative marketing of indigenous and local products. Training and skill sharing for community members, with special attention to women and youth, are an integral part of our approach.



WWF Laos works in key landscapes to reduce poverty by providing alternative income opportunities to local communities and by improving technical skills and capacity for running enterprises, targeting both women and men. WWF Laos is working with local communities, including indigenous people, to influence policy and decision-making processes for improved rights for access to and sustainable management of natural resources. It also facilitates optimizing of benefits from those resources for local communities. They also work with fishing communities to create and manage Fish Conservation Zones in ecologically rich river areas so that the communities can decide and prohibit fishing. WWF Laos also showcases a successful effort to replace traditional agriculture and farming, the of widespread deforestation with sustainable rattan production. WWF Laos supports local communities in the development of better regulations for forest management and sustainable harvesting protocols for rattan.

WWF-Malaysia's conservation programmes are underpinned by the principle of working with rural and indigenous communities as key partners in protecting and conserving the environment. Its Community Engagement and Education (CEE) Programme supports the integration of community-based conservation activities into projects across forest, marine and freshwater landscapes. These include capacity building for local communities in sustainable natural resource management, community-based patrolling and monitoring, and outreach and awareness campaigns on protection of flagship species such as tigers and turtles. The office also supports communities to establish alternative livelihoods such as handicrafts, eco-tourism and sustainable farming, as well as provide



training in entrepreneurship. We facilitate the formation of community committees to enable representation of their voices in multi-stakeholder platforms, and also support women and youth community-based organisations.



WWF Myanmar was established in 2013 to help conserve the country's biodiversity and build a secure and sustainable future for people and wildlife. The focus is on promoting green economy into national policies, sustaining and protecting biodiversity and connectivity of the transboundary Dawna Tenasserim Landscape (DTL) through an integrated landscape approach, and

of the Ayeyarwady River system through an integrated river basin management approach (IRBM). A large portion of globally significant biodiversity conservation areas in DTL are traditionally managed by local communities and indigenous groups who depend on its forests, fisheries and water resources for their subsistence. WWF Myanmar also has strengthened its focus on delivering more effective and equitable conservation that contributes to sustainable development. A key foundation of its work in the landscape is the empowerment of, and partnerships with, civil society organisations (CSOs) and community based organizations (CBOs) to support

community based natural resource management (tenure and access rights including recognition of their customary rights), smallholder rubber farming and other NTFP for livelihood improvements and reduce deforestation. WWF Myanmar also facilitates multi-stakeholder discussions on shared landscape management and land use plans.

WWF Nepal

As community livelihoods are inextricably linked with nature in Nepal, WWF has worked with communities for the conservation of natural resources since its establishment in 1993. Mainstreaming of gender equality and social inclusion into conservation planning has been a longstanding practice of community forestry in Nepal. Ministry of Forest and Environment was the first Ministry to develop 'Gender, Equity and Social Inclusion (GESI) Strategy 2008'. As the key partner of the Ministry, WWF Nepal follows federal government policy on GESI as well as social policies of the Network. With the new constitution in place and new state restructuring process, different dimensions of GESI have been mainstreamed into social and political national agenda. A pro-poor approach to conservation is realized by means of various income generating activities. Local level saving and credit schemes substantiated by development partners including WWF generate necessary capital at local level to kick start green enterprises, skill-based activities and entrepreneurship reliant on natural resources. Capacity



building of women, youth and CSOs are conducted to ensure their active engagement in community conservation initiatives, benefitting ecosystem and livelihoods of the communities. Local communities are partners who are involved with government, private sector and other development agencies at local, state and federal levels.



mostly on the natural environment. In Solomon Islands, for example, where 80% of women live in rural areas and rely on informal fisheries and agriculture-based economies for their livelihoods, this requires a special focus on facilitating sustainable economic opportunities for women. Community-Based Fisheries and co-management are also a priority for the region where we work with partners to strengthen and formalize the system. With the support of the Australian Government, the office conducts a Gender Equality and Social Inclusion workshop annually, an important initiative and ongoing

In WWF Pacific, we know that long-term conservation is best achieved by enhancing sustainable and equitable livelihood opportunities for the people that depend

capacity building approach in strengthening child protection practices in all our offices in Fiji, the Solomon Islands and Papua New Guinea.

From community-based conservation for protecting snow leopards in the mountainous north, to restoring indigo plantations and linking farmers to markets in the Indus Delta in the south, WWF-Pakistan has worked closely with communities across Pakistan towards mutual sustainable development and conservation goals since it was established. Some of the organization's initiatives have helped communities adopt better livelihood options, such as switching to sustainable agriculture and fishing practices. Other projects have provided alternative and renewable energy options, such as biogas plants, solar water heaters, and solar lights. WWF has also undertaken



various interventions that specifically target women, the youth, and marginalized groups, empowering them not only to improve their quality of life but also participate in community and household level decision-making.



13

WWF-Philippines works with fishermen, farmers and Indigenous people to develop policies and management measures pertaining to natural resource use, fisheries and Marine Protected Areas (MPAs) through inclusive consultations and stakeholder inputs. In Donsol, the

municipal government set up a whale shark tourism system with fair benefits safeguarded for local communities and fishermen. Farmers are engaged to improve their farming practices not only for food security, but also in the context of managing watersheds and developing support systems that would increase their resilience to climate change. WWF-Philippines works with indigenous people in protected areas and watersheds.

WWF's main dual role is in to provide information through research to input in management decisions and policies, and to facilitate dialogues among

stakeholders like communities, local, regional and national government, as well as companies and corporations, who affect, and are affected by the use of resources in the natural environment in their respective areas across the country.

Community-based approach plays an important part in the conservation work of WWF Thailand especially in two landscapes: Dawna-Tenassarim Landscape (DTL) and Songkram River Basin Landscape. WWF aims to strengthen local community capacity in sustainable natural resource management to maintain healthy ecosystem services for local people, and increase their voices in the decision making process. We provide local people with tools to understand the impact of infrastructure development on natural resources and their sources of livelihoods, for example training in basic GPS and google maps to visualize the impact in their area. We have also started



14

working with indigenous people to promote their rights, local wisdom and participation in conservation.



focus areas include: community-based forest management, certification (ASC, FSC), promotion of sustainable energy (renewable energy and energy efficiency), CSO engagement in water management; improved waste management. WWF has facilitated networking with other international and local NGOs to promote low-carbon development and climate change adaptation and mitigation. WWF is a co-founder and strategic member of the Vietnam Sustainable Energy Alliance and has just become a chair of the Vietnam Climate Change Working Group. WWF has developed a strong relationship with the Vietnam River Network in

Improving livelihoods and well-being of poor communities in priority landscapes (Central Annamites and Mekong Delta) is a component of every project in WWF Vietnam. We aim to empower local communities in decision-making process with regards to natural resource management (natural forest and water) and fair benefit-sharing. Our

promoting sustainable water management in the Mekong Delta. WWF Vietnam is also a part of the Leave No One Behind Project which supports WWF offices to provide inputs to the Government Voluntary National Report on SDG implementation, as well as share good practices and experiences.

PHOTO CREDITS

- 1 Gudjuda Rangers, Eddie Smallwood and Tracey Solomon at Alva Beach, Ayr, North Queensland © WWF Australia / Karen Kalpage
- 2 Women harvesting millets ©WWF Bhutan/Sither Tenzin
- 3 Mushroom collection © WWF-Cambodia/Sokhoeurn.
- 4 Women using high efficiency cookstove in Liangshan Landscape, China ©WWF China/ HE Xin
- 5 Fuelwood Collection around a Protected Area ©WWF India/ Vishaish Uppal
- 6 Traditional harvesting of crop ©WWF Indonesia/ Formadat Robertson
- 7 Community Training Exercise © WWF Laos
- 8 Lun Bawang ladies performing a traditional dance ©WWF Malaysia/Edwin Meru
- 9 Community being trained on Sustainable Bamboo Forest development and harvest. © WWF Myanmar/ Zin Lin Tun
- 10 Fish pond as an alternate livelihood options to decrease human wildlife conflict ©WWF Nepal
- 11 Freshly caught mudcrabs from mangroves within iQoliqoli, Cokovata, Macuata, Vanua Levu, Fiji ©WWF Pacific/Juergen Freund
- 12 Nursery development for improving watershed management in Ayubia National Park, Pakistan © WWF Pakistan/Ghulam Rasool
- 13 Fisherman returning back to the shore ©WWF Philippines/Ivan Sarenas
- 14 Forest walk for community forest demarcation ©WWF Thailand
- 15 Training on low-impact harvest and FSC sustainable forest management in Thua Thien Hue province ©WWF Vietnam / Loc Vu Trung



Photo Credits
Front and Back Cover - ©WWF India/ Vishaish Uppal



WHY SD4C?

Conservation is also about facilitating social change and WWF's work is largely about influencing and changing people's behaviour, policies and social institutions towards a more sustainable and equitable use of natural resources.

For more information, please contact:

Co-coordinators AP SD4C
Cristina Eghenter, WWF-Indonesia, ceghenter@wwf.id
Vishaish Uppal, WWF-India, vuppal@wwfindia.net
www.panda.org/people