

IPSI Case Study Summary Sheet

Basic Information

Title of case study			
FairWild certification: An approach for linking biodiversity conservation with sustainable livelihoods in the northern Western Ghats, India			
Submitting IPSI member organization(s)			
Applied Environmental Research Foundation (AERF)			
Other contributing organization(s) <i>(IPSI members and/or non-members)</i>			
Durrell Institute for Conservation and Ecology (DICE); Rhodes University			
Author(s) and affiliation(s)			
Jayant Sarnaik, Archana Godbole, Umesh Hiremath and Yogesh Giri (AERF); Ian G Bride (DICE); Mallika Sardeshpande (Rhodes University)			
Format of case study <i>(manuscript or audiovisual)</i>	Manuscript	Language	English
Keywords <i>(3-5 key concepts included in the case study)</i>			
Biodiversity conservation; FairWild certification; Sustainable livelihoods			
Date of submission <i>(or update, if this is an update of an existing case study)</i>		19 February 2018	
Web link <i>(of the case study or lead organization if available for more information)</i>			

Geographical Information

Country <i>(where site(s) or activities described in the case study are located – can be multiple, or even “global”)</i>									
India									
Location(s) <i>(within the country or countries – leave blank if specific location(s) cannot be identified)</i>									
Western Ghats									
Longitude/latitude or Google Maps link <i>(if location is identified)</i>									
https://www.google.com/maps/@17.1876784,73.5480701,11z?hl=en									
Ecosystem(s) <i>(please place an “x” in all appropriate boxes)</i>									
Forest	x	Grassland		Agricultural	x	In-land water		Coastal	
Dryland		Mountain		Urban/peri-urban		Other <i>(Please specify)</i>			
Socioeconomic and environmental characteristics of the area									
<p>The North Western Ghats is a recognized Global Biodiversity Hotspot, yet has a rather sparse protected area network, largely because the great majority of the forest landscapes that comprise it are privately owned. In the five districts of the northern Western Ghats, of the total forest area of 17, 699 km², 12,043 km² are owned and managed privately, while 5,656 km² of forest area (less than 50% of privately managed land area) is owned and managed by the government.</p>									
Description of human-nature interactions in the area									
<p>Land use change due to expansion of agriculture, tourism, and development projects is contributing to loss of habitat and species at an alarming rate. Moreover, indiscriminate logging of forests for immediate monetary need is further degrading forests and habitats. Local extinctions and declines in healthy populations of many economically important medicinal plants provide sufficient evidence for these unsustainable practices.</p>									

Contents

Status (<i>"ongoing" or "completed"</i>)	Ongoing	Period (<i>MM/YY to MM/YY</i>)	2014 -
Rationale (<i>why activities or policies described, or information shared in the case study are needed</i>)			
<p>There is a growing threat to the ecological integrity of landscape, together with a need to develop a strategy that fulfils monetary expectations of local communities whilst ensuring conservation of key biodiversity areas. FairWild articulates stringent protocols and requirements with respect to biodiversity conservation, sustainable harvesting methods, monetary benefits to resource owners, ownership of and access to target resources, and the equitable sharing of benefits.</p>			
Objectives (<i>goals of activities or policies described, or of producing the case study</i>)			
<p><i>Terminalia bellirica</i> and <i>Terminalia chebula</i> were the selected target species based on established demand for their fruits in traditional medicines in India and abroad, the potential for sustainable harvesting, the opportunity for improving economic returns, and the associated conservation benefits.</p>			
Activities and/or practices employed			
<p>AERF implemented the international FairWild certification scheme for the sustainable collection of non-timber forest products from community managed forests in the North Western Ghats. AERF conducted a resource assessment of the trees, cost-benefit analyses and a social feasibility study to understand the potential of this certification scheme. Selecting collectors and conducting trainings to build their capacity in sustainable collection and processing of fruits were necessary parts of compliance for FairWild certification.</p>			
Results			
<p>Successful implementation of FairWild certification has provided direct economic benefits to 100 households while protecting up to 600 large trees of <i>Terminalia bellirica</i> and nearly 1,000 old trees of <i>Terminalia chebula</i> in the North Western Ghats.</p>			
Lessons learned (<i>factors in success or failure, challenges and opportunities</i>)			
<p>This project has had major positive effects on the individuals and communities it has targeted. However, it has also generated significant additional benefits beyond the pragmatic economic and ecological ones already described. In particular, the demand for documentary evidence, together with the intensive capacity-building sessions and other documentary requirements of FairWild and Organic certification, has helped these communities recognize and act upon the need to put their land records in order so that they can officially claim the ownership of the trees standing on their land.</p>			
Key messages			
<p>There was also the realization that these markets are not just local or regional, but extend across the planet, thereby connecting what is happening on the ground with global processes and understanding - thinking globally whilst acting locally. The evidence thereby generated supported the view that certification in general was unanimously regarded as making a very positive contribution to the marketing of NTPFs.</p>			
Relationship to other IPSI activities (<i>if the case study is related to any other IPSI collaborative activities, case studies, etc.</i>)			
<p>This case study originally appeared in the Satoyama Initiative Thematic Review v. 3.</p>			
Funding (<i>any relevant information about funding of activities or projects described in the case study</i>)			
<p>The cost of achieving FairWild certification was in the region of USD 15,000 in pure monetary terms, not including the value of the time and other resources contributed by the individuals and organizations involved. Without the funding and support provided by the Darwin Initiative, the Keidanran Nature Conservation Fund, AERF, DICE-SAC, Pukka Herbs, and TRAFFIC, it is highly unlikely that FairWild certification would have been achieved.</p>			

Contributions to Global Agendas

CBD Aichi Biodiversity Targets (<https://www.cbd.int/sp/targets/>)

The table below shows based on the self-evaluation by author(s). ● and ■ indicates the “direct” or “indirect” contributions to the CBD’s Aichi Biodiversity Targets respectively to which the work described in this case study contributes to.

Strategic Goal A				Strategic Goal B					
●		●		■		●			
Strategic Goal C			Strategic Goal D			Strategic Goal E			
■	■						■	■	

UN Sustainable Development Goals (SDGs) (<https://sustainabledevelopment.un.org/sdgs>)

The table below shows based on the self-evaluation by author(s). ● and ■ indicates the “direct” or “indirect” contributions to the SDGs respectively to which the work described in this case study contributes to.

	■						■	
		●			●			