

TRANSLINKS

Linking Natural Resources, Economic Growth and Good Governance

Wildlife Friendly® Enterprise Network Scaling-Up Workshop & Certified Wildlife Friendly Tradeshow

At Islandwood on Bainbridge Island, Washington
June 12-15, 2011

Hosted by the Wildlife Friendly® Enterprise Network

WORKSHOP SUMMARY

Full Proceedings available at www.translinks.org and www.enterpriseworks.org
and www.wildlifefriendly.org

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Wildlife Friendly® Enterprise Network: A Brief History

In March 2007, 50 experts met at White Oak Conservation Center in Yulee, Florida to share their experiences on promoting an economic and business oriented approach to wildlife conservation linked seamlessly to livelihood improvements in several of the most endangered habitats around the globe. The concept of the Wildlife Friendly® certification and brand were discussed, and a steering committee was chosen to further define the initiative. In late 2007, the steering committee launched the Wildlife Friendly® Enterprise Network (WFEN), and became the Network's initial board.

WFEN is a global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities. In 2009, WFEN became a registered 501(c)(3) nonprofit organization and gained trademark status for the Certified Wildlife Friendly® brand and logo. The expanded WFEN board is made up of private sector and nonprofit professionals, who manage the Network's committee structure. The Certification Committee is responsible for maintaining the brand's certification criteria and process.



After two years of research, peer review, and discussion with leading eco-label programs, WFEN launched Certified Wildlife Friendly® in 2009. Wildlife Friendly® is “an emerging initiative” with the ISEAL Alliance, the global association for social and environmental standards and is a registered eco-label transparency initiative. Wildlife Friendly created a [website](#), a [blog](#), a [Facebook page](#), and a [twitter page](#) to promote its certification and best practices that achieve wildlife conservation while also supporting the people who coexist with wildlife.



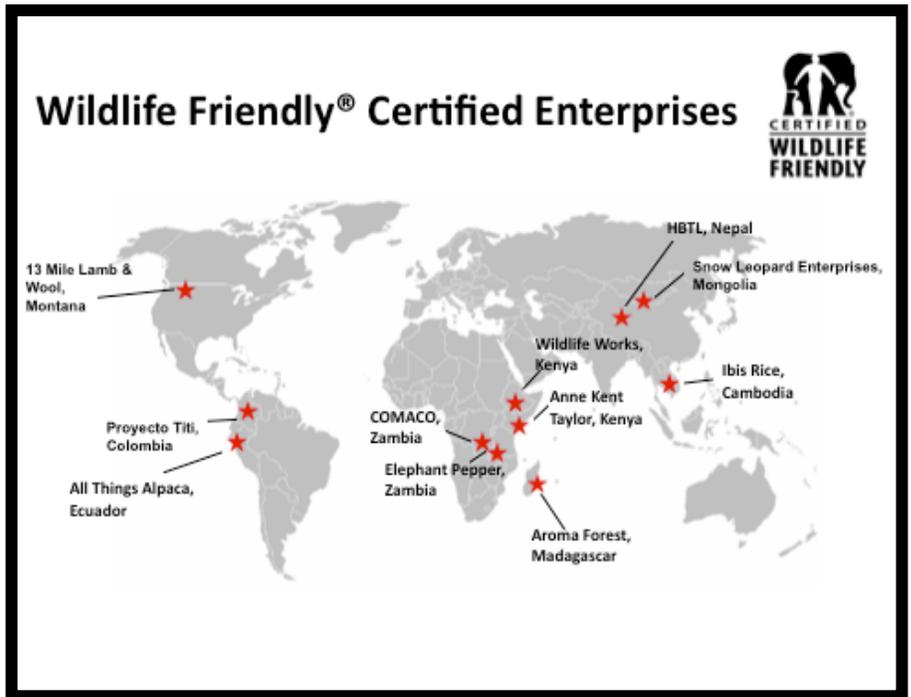
As of June 2011 there are eleven enterprises that have been awarded Wildlife Friendly® Certification. These enterprises **protect over 100 endangered species** in Asia, Africa, Latin America and the U.S.; **conserve over eight million hectares** of diverse habitats (wetlands, forests, grasslands); and **benefit over 200,000 people who co-exist with wildlife** through direct ownership, and full or part-time employment. Products include: fibers (yarns and hand made

products); jewelry, apparel and accessories; food and spices; semi-processed ingredients (essential oils, herbs); handmade paper; and green energy products. These products are sold in local, regional and export markets. Certified Wildlife Friendly® products are being featured by Whole Foods, Aveda, S&D Group, among other top retail outlets working to provide quality products to their customers while promoting conservation and community development.

Where Wildlife Friendly® is Now

The map below illustrates the location of the eleven Certified Wildlife Friendly® enterprises, all located in unique ecosystems and spread out over four continents.

Currently WFEN is working to expand the marketing options for Wildlife Friendly® Products and in an attempt to do so, has participated and displayed products at Zoos & Aquaria Committing to Conservation (ZACC) events, as well as Sustainable Brands International. WFEN also continues to act as a Trust Provider for World of Good by eBay.



As well as providing continual support to these enterprises, WFEN has several ongoing educational efforts, including producing research publications¹; presenting to NGOs, donors, and businesses; one-on-one technical assistance to communities seeking certification; partnerships with Universities and the sharing of best practices.

Workshop Overview

The Wildlife Friendly® Enterprise Network Scaling-Up Workshop and Certified Wildlife Friendly® Tradeshow were held June 12 to 15, 2011 on Bainbridge Island, Washington. Hosted by the Wildlife Friendly® Enterprise Network (WFEN), EnterpriseWorks/VITA and Translinks and supported by USAID and WFEN, the workshop included 44 people from around the world and the United States representing industry, donors, conservation groups, NGOs, media, and certified wildlife friendly enterprises.

The Workshop objectives were to:

- Learn about Wildlife Friendly® certified enterprises successful conservation and poverty alleviation approaches;

¹ "Green Marketing Trends" is available from:

http://www.wildlifefriendly.org/docs/GreenMarketingTrendsTool_-%2010-23-09.pdf and "New and Evolving Web Based Marketing Trends" is available from:

http://www.wildlifefriendly.org/docs/MarketOutletsTool_-%2011-5-09.pdf

- Explore partnership options for joining and expanding the Wildlife Friendly® mission;
- Attend the Wildlife Friendly® tradeshow to see how companies can start sourcing Certified Wildlife Friendly products and services; and
- Join in the process of building a Wildlife Friendly® future!

The workshop included both meeting and interactive events in order to provide a dynamic setting for interaction among the participants and grow WFEN and Certified Wildlife Friendly®. A Wildlife Friendly® film festival featuring productions from the

certified companies; the keynote address and discussion with Ben Packard of Starbuck; presentations from 10 of the 11 Certified Wildlife Friendly® Enterprises; industry and partners panels; and a Wildlife Friendly® products tradeshow allowed new members to learn about WFEN's progress and founding members to

gain insights from fresh perspectives.

The workshop allowed Certified Wildlife Friendly® enterprises

from Asia (Nepal, Cambodia, Mongolia), Africa (Madagascar, Zambia, Namibia, Kenya), South America (Columbia, Ecuador), and the United States (Montana) to come together for the first time to exchange experiences in wildlife protection and enterprise development involving local communities. Examples of learning included discussions on common enterprise development issues by sector, in particular wool products for three of the certified companies, and strategies for non-lethal predator and elephant control to project livestock and crops.

Participation from the private sector included the keynote address by Ben Packard of Starbucks and panel discussions with industry representatives from: Aveda Estee Lauder, Pacific Natural Foods, Alter Eco Americas, Lava Lake Lamb, The GreaterGood Network and the Association of Zoos and Aquariums (gift shop sourcing). In both the formal panels and throughout the workshop the private sector partners' perspectives on



Photo courtesy of Franco Lanzi

The Wildlife Friendly® Board and Advisory Committee with Ben Packard, Vice President of Global Responsibility for Starbucks at Islandwood, Bainbridge Island, Washington. Left to Right: Terry Blumer, Julie Stein, David Bell, Ann Koontz, Abigail Breuer, Steven DuPuis, Helen Crowley, Ray Victorine, Laurel Neme and Ben Packard.

product sourcing, positioning with customers and general product advising were essential to incorporating market trends into the Wildlife Friendly® enterprises development efforts as well as forging partnerships for promoting Wildlife Friendly® products.

The inclusion of founding and new WFEN members from diverse backgrounds allowed the group to look critically at next steps to grow and expand the Wildlife Friendly® Mission. Recommendations from all the participants were collected and discussed so that the Wildlife Friendly® board can take tangible steps to include more habitat and species, grow sales for Wildlife Friendly® products, and expand best practices in conservation that is building economies to save ecologies. Top recommendations centered around the themes of expanding marketing assistance and PR for the Wildlife Friendly® products as well as facilitating an ongoing mechanism for the certified enterprises to stay in touch with each other and exchange learning on wildlife conservation and enterprise development.

Workshop Highlights

Annex A has highlights from our three major sets of panels – 1) Certified Wildlife Friendly® Enterprise presentations (10 of the 11 enterprises were able to present); 2) Private Industry Panel; and 3) Scaling Up and Building Partnerships Panel. For complete profiles on each of the Certified Wildlife Friendly® enterprises please go to www.wildlifefriendly.org

As an anchor for strategic discussion, Ray Victorine and Ann Koontz gave an overview of the Wildlife Friendly® Conceptual Business Plan and invited input from the participants. The Certified Wildlife Friendly® enterprises tell a complex but inspirational story of communities around the world who coexist with wildlife in wild places while improving their livelihoods. WF market positioning is bolstered by the fact that:

- Despite the economy consumers are buying “green” and willing to pay a small premium;
- Companies are developing sustainable supply chains that deliver positive social & environmental outcomes;
- Wildlife Friendly® focuses on wildlife, habitat, traceability, business and people-focused indicators is innovative in the market;
- Wildlife Friendly® offers businesses reputable, field-based access to cutting edge enterprises practicing wildlife conservation;
- Wildlife Friendly® creates an opportunity to link poverty alleviation goals with protection of critical ecosystem services.

The all volunteer board and technical advisory committee have accomplished much since 2007 and the WFEN standards and 2nd party certification process are rigorous. WFEN now seeks to hire an Executive Director who can continue to forge strategic partnerships, expand certification and marketing opportunities, and to ensure the effort is sustainable.

Workshop Outcomes

This input led to the following immediate workshop outcomes:

- The Boards of Keystone Conservation and Wildlife Friendly® voted to ‘merge’ the Wildlife Friendly® and Predator Friendly® certification labels. Standards will be harmonized and Animal Welfare Approved² has offered in kind support to conduct audits for 12 Predator Friendly® producers. This will provide international exposure to Predator Friendly® and will allow Wildlife Friendly® to expand significantly in the US and Canada as well as opening up broader dissemination of conservation animal/wildlife management practices.
- Three Wildlife Friendly® certified fiber enterprises and one potential future Wildlife Friendly® certified fiber project are now in discussion regarding collaboration on products (yarn) and wildlife management best practices.
- Wildlife Friendly® certified fiber project are now in discussion regarding collaboration on products (yarn) and wildlife best practices.
- WFEN Board members have offered in kind internet design services, advice on retail price points to access markets, import/export advice, and marketing advice to certified enterprises.
- Several Wildlife Friendly® producers are now in discussion with potential buyers as a direct result of the workshop.
- WFEN Advisory Committee member Dr. Laurel Neme will be producing five new episodes of her radio show “The Wild Life” focusing on our certified enterprises. Podcasts will be available on The Wild Life’s [website](#) and selected transcripts will be posted as print interviews on [mongabay.com](#).
- WFEN received foundation support from a participant at the workshop.
- Wildlife Friendly® lessons and certification options are being explored by enterprises associated with new WFEN members and follow-up meetings are scheduled for 2011 and 2012.

² <http://www.animalwelfareapproved.org/>

ANNEX A – Highlights from Panels *Certified Wildlife Friendly Enterprises Presentation Panels*

1) COMACO, Zambia, Ruth Nabuyanda



Ruth Busiku Nabuyanda,
WCS/COMACO

The COMACO model replaces environmentally destructive land use and farming practices with practices that promote conservation, food security and livable incomes through market-based incentives while improving farming practices, crop diversity, soil health and increased yields for small scale farmers. A total of 45,415 farmers or 74% of farmers are now able to grow enough grain to reach the next harvest. As a result of these activities farmer's average total household annual income has increased from \$78 to \$220 and levels of snaring & poaching have decreased while

wildlife populations have increased. COMACO sells **grains, peanut butter, and other food products.**



2) Ibis Rice, Cambodia, Karen Nielsen

Sansom Mlup Prey (SMP) was established in 2009 to develop and market wildlife friendly products grown or crafted in communities located in areas of high biodiversity value in Cambodia. Undertaken in partnership with the Wildlife Conservation Society (WCS), Ibis Rice creates new sustainable development pathways for target villages by alleviating poverty without habitat destruction through premium prices for wildlife friendly produce; and by providing access to new markets for small farmers and involving community members in protected area management by piloting methods for resource tenure. Benefits to farmers include an increased income through the premium paid for **Ibis Rice** with a total premium increase of 65% over 3 years. Wildlife sightings have increased and the biggest threat to the endangered Ibis, habitat conversion, is being abated.



3) Aroma Forest, Madagascar, Olivier Behra

“Man and the Environment” launched Aroma Forest in 2003 to promote **essential oils** production with sustainably collected plants from local communities in Madagascar. These products create an incentive for conservation in a country of both high biodiversity and extreme poverty. Deforestation, fire and other forms of habitat destruction are threatening human communities in Madagascar as well as endangered and endemic species. Aroma Forests’ founder, Olivier Behra, has launched a second organization called “Man And Nature” to expand this idea and support other NGOs in the same way with projects now launched in Cameroon, Colombia, Cambodia, Nicaragua, Peru, and Ecuador and the hope is that these new sites will be able to certify Wildlife Friendly® in the future.



4) Himalayan Biotrade (HBTL), Nepal, Sushil Gyawali

HBTL is a natural products processing and marketing company that was formed in 2000 and is owned by a consortium of small community based enterprises across Nepal. HBTL promotes responsible resource management that protects endangered species and maximizes benefits to communities, while producing the highest quality natural products.

HBTL received the Forest Stewardship Council (FSC) certification in 2003 for Non-Timber Forest Products (NTFP) including **essential oils, Nepali handmade paper, bio briquettes, nettle bags** and is the only company in the world that sells FSC certified handmade paper. In addition to the FSC certification HBTL is certified Organic, and is a Wildlife Friendly® Certified company. International buyers of HBTL products include the Aveda Corporation, S&D Aroma UK, CTM Altromercato Italy, SAPAD France and others. In 2010 HBTL generated new income of \$550,000 for the local communities and the company. HBTL works with 7,500 households (about 40,000 people) in 47 community forest user groups who are the managers and users of 35,000 hectares of community forests from which the Certified FSC/organic/Wildlife Friendly® products are sourced. HBTL’s work on community forestry plans is helping to protect wild lands that threatened and endangered species rely upon.



5) Elephant Pepper, Zambia and Mozambique, Michael Gravina

Elephant Pepper Development Trust resolves human-wildlife conflict through research, education, and dissemination of community-based problem animal control methods that are safe, low-cost, and effective. Elephant Pepper initially set out to solve a conservation problem by growing chilies, drying them out, crushing them up and applying them to fences in rural areas. Elephants soon learn that the smell of chili means the presence of humans, discomfort and a non-edible crop. The chilies are also used to produce elephant dung briquettes which can be burned in areas where there is human/elephant conflict to ward off elephants. This unique technology is spreading and being adopted in India and across Africa. Small-scale farmers are now growing on a larger scale and elephant pepper specialists are helping farmers to learn low tech elephant deterrent techniques. By purchasing the chilies back from the farmers Elephant Pepper adds value to the chili crop. Elephant Pepper was a cutting edge idea – turning a conservation project into a brand and a business. The challenge is to create a brand and link it to the human and conservation story to create additional value. Elephant Pepper has recently purchased a farm to create scale and has formed African Spices LTD so that there are now both non-profit and commercial arms to the project. Elephant Pepper has also approached Tabasco and proposed to become one of seven chili suppliers in the world for Tabasco. In the process of becoming a supplier to Tabasco the project now employs 128 people for part of the year on the farm and works with an additional 600 small-scale farmers. In 2010 the company produced 54 tons of wet **mashed chilies**.



Michael Gravina, Elephant Pepper



6) Snow Leopard Enterprises, Mongolia, Brad Rutherford

One of the biggest threats to the snow leopard is retribution killing from herders. Snow leopard range overlaps with human communities so it is essential that people be included in the design of conservation programs if they are to be effective. Villagers who are living on the edge of survival had traditionally earned 50 cents per pound for raw bags of wool. Because of their poverty level they won't tolerate any livestock depredation from snow leopards. To conserve the snow leopard the cats must have

value to the people living nearby. The Snow Leopard Trust assists villagers in the sale and marketing of **felted wool and other textile products** produced in these communities. Snow Leopard Enterprises (SLE) products have evolved in quality and design over the years and now people buy the products even if they are not concerned about snow leopard conservation. Sales have increased from \$14,000 in 2002 to over \$120,000 in sales currently. Investment in these communities is a long-term proposition. Sales from SLE products are making a significant difference to the women in particular. For example one woman has increased her annual income from \$46 to \$255. SLE pays a base price to producers and there is an additional 20% bonus if all conditions have been met. But if any one person breaks the agreement all community members lose their bonus. The Turner Foundation did an independent study of the program and found that 95% of participants are happy with the program.



7) WildlifeWorks, Kenya, Gerald Prolman

Wildlife Works t-shirt production operation is based in the Rukinga Sanctuary that is an important wildlife corridor between Tsavo East and Tsavo West National Parks in Kenya. Wildlife Works founder Mike Korchinsky spent a lot of time in this community initially to learn what they needed and to find out if they would embrace the concept that eventually became Wildlife Works. Korchinsky built an eco-factory on Rukinga to make **t-shirts and other clothing** to provide jobs. Wildlife Works hired women in a community where 83% of the women in the village are HIV positive to work in the cut-and-sew factory to create shirts which were ultimately sold in Nordstrom's. It took several years and a lot of personal investment.



In 2008 Korchinsky started a new company called Wildlife Works Carbon and he put Wildlife Works into Reducing Emissions from Deforestation and Forest Degradation (REDD) while encouraging his neighbors in the corridor to do the same. He created a methodology that is now being used in the industry and it has changed the face of the company in a profound way. Wildlife Works is preparing to launch a new retail site to sell clothes and the carbon market has provided a bridge to reach the Founder's vision.

Wildlife Works has made an arrangement with Puma, whose parent company is PPR—the owner of Gucci, Stella McCartney and others, and Puma bought a sizable number of Wildlife Works carbon credits. In addition, everywhere that a carbon deal is completed with Puma there will also be a t-shirt factory. Soon the cotton for the t-shirts will be organic and Fair Trade sourced from Africa. The community will get several million dollars this year from this project.

8) All Things Alpaca, Ecuador, Catherine Schloegel

All Things Alpaca is an Ecuadorian business that sells **fine textiles made from alpaca fiber**. All Things Alpaca sustainably raises alpacas on a reserve in the southern Andean mountains of Ecuador, South America. Fiber is produced from a herd of 650 head of alpacas on pastures in altitudes at 9,000 (2,800 m) to 11,000 (3,500 m) feet adjacent to montane forests and high-elevation grasslands, or páramo, on a ranch in southern Ecuador which is part of a private conservation initiative called the Mazar Wildlife Reserve and covers 4,400 acres (1,800 hectares) of montane forest and paramo. The ranch borders and overlaps southern Sangay National Park, Ecuador.

All Things Alpaca partners with the local NGO, Fundación Cordillera Tropical, to monitor compliance for running a wildlife friendly operation. Over the past 3 years, the foundation has had a partnership with a team at the University of Wisconsin-Madison where Adrian Treves and his students have used motion-activated cameras to capture photos of area wildlife. All Things Alpaca is committed to socially responsible production and provides local jobs in husbandry and ranch operations, shearing, classification, spinning and transport. All Things Alpaca also provides a potential model for new alpaca operations in the region and exposure to a model of animal husbandry that allows for losses to predators and employs non-lethal protective measures.



9) Proyecto Titi, Colombia, Rosamira Guillen

Cotton-top Tamarins (*Saguinus oedipus*) live only in the tropical forests of northern Colombia and are classified as Critically Endangered. In this part of Colombia there is widespread deforestation for cattle and the forest is used for subsistence by rural communities living in poverty and with a lack of economic alternatives. Only 2% of Tamarin habitat remains and the forest is highly fragmented. Tamarins were exported all over the world for biomedical research and the illegal pet trade and now a little over

7000 animals survive. Proyecto Titi taught a group of women to turn recycled trash into woven bags and the Ecomochilas project was born. **Ecomochilas tote bags** are made out of recycled plastic bags. Proyecto Titi does the marketing and also uses the sale of the product opportunity to tell the story of the Tamarin and the forest. The project has recycled over 3 million plastic bags and as a result reduces pollution and provides income alternatives. Now there are approximately 130 women involved with the project who have created their own cooperative and no longer have to work in domestic service in the big cities. As a result of their partnership with Proyecto Titi they can work from their homes and have improved livelihoods. In order to save the Cotton-tops their habitat must be conserved. By protecting forests for the Cotton-top Tamarin, Proyecto Titi is also protecting the ecosystem which supports other species as well.



10) Thirteen Mile Lamb and Wool, Montana, Becky Weed

Thirteen Mile Lamb and Wool is located in an intermountain valley in southwest Montana near wildlife corridors that connect this 160 acre farm to larger areas. The ranch operation coexists with coyotes, foxes, bears, eagles, sand hill cranes, elk, mountain lions and there continue to be wolf sightings in the surrounding areas. Sheep generate the income for the ranch. The economic losses from carnivores would have destroyed the business had it not been for the use of guard animals; first a pair of llamas and now a livestock guard dog. For many years Thirteen Mile focused on direct selling organic lamb and also sold yarn and had people knit it into products for sale. In 2003 the lambing barn was remodeled to become a solar powered wool mill and now the income is primarily from wool processing. This operation has chosen to vertically integrate on a small scale and sell **wool products**.



Becky Weed, 13 Mile Lamb & Wool



Private Sector Panel – Private Sector Partners’ Perspective on Product Sourcing, Product Positioning with Customers, and Enterprise Advising Services

- Aveda Estee Lauder, **Katie Galloway**
- Pacific Natural Foods, **Rory Schmick**
- Founder/Creative Director egg Sustainable Brand Development, Seattle, and acting VP Marketing, Alter Eco Americas, San Francisco, **Marty McDonald**
- Association of Zoos and Aquariums, Retail Programs Manager, Woodland Park Zoo, **Terry Blumer**
- Ibis Rice, **Karen Wachtel Nielsen**
- Lava Lake Lamb, Hailey, Idaho, Business Manager, **Jennifer L. Douglas**
- The Hunger Site and Greater Good, CEO of the GreaterGood Network, **Tim Kunin**

This panel of experts was asked to provide advice on the range of ways that Wildlife Friendly® enterprises could improve their storytelling and product presentation to make the Wildlife Friendly® certification more attractive to buyers and be able to scale up.

Experts shared that it is important to first focus on the quality and consistency of the product and on ability to meet delivery times and volumes and then to focus on telling the story behind the brand. Differentiation from competitors is important since the days of paying a huge premium for niche products are over. Retailers are looking for distinction in packaging. Hangtags need to tell the product story well and in three sentences. Companies also want to be able to quantify the conservation and social impact of purchasing Wildlife Friendly® products or ingredients. Private sector participants were impressed that Wildlife Friendly® certification costs are minimal to producers so that the impact to the end retail price is low. WFEN must ask who is the target consumer, what are they looking for and what is the brand promise to them? Projects will make mistakes and need to learn from them and producers need to be willing to shoulder the risk of certification.

The panelists were then asked to give their insights on how companies might choose to use and position certification labels in conjunction with their own branding. The industry experts responded that space is a major constraint on what appears on the product package. Individual companies might choose one or two front-of-package labels with additional labels on the back or utilize other supporting collateral materials (such as websites, videos on YouTube, and marketing materials provided to retailers) to tell a larger and more complex story like Wildlife Friendly® as part of their mission to educate consumers about purchasing impacts. Companies are also responding to a number of other trends such as ‘logo fatigue’ and QR codes which allow purchasers to access more information through their cell phones. Hang tags, however remain important to many retailers.

Retailers and buyers felt that products did not necessarily need multiple labels but that having one label is important to vet products and provide credibility in today’s green

trending market. However the label cannot be the factor that pushes the price point beyond the competition. In less developed countries where label fatigue is not yet prevalent Wildlife Friendly® has important opportunities especially since many products are not suitable for export. Labels remain relevant because the consumers who are paying attention are a small but influential group. And of course, if a label is driving sales, smart companies are going to showcase that label front and center on products. Consumer response to certifications is country and region specific with far more emphasis in Europe than in the US. In Europe Fair Trade and 3rd party certification have become the price of entry into the green market. Some labels are valuable at the B2B (business to business) level but not the B2C (business to consumer) level. Enterprises were advised to find out who your consumer is and listen to them and use the enlightened self-interest of consumers to target marketing strategies. There is still a small premium that consumers are willing to pay and this threshold must be discovered through trial and error. It is also important that producers begin to take the lead in these discussions themselves.

Wildlife Friendly® Enterprises are achieving success in their conservation work and have a range of products yet many are struggling to meet quality and order fulfillment requirements. There are certain realities of small-scale production for farmers around the world. How do we incorporate the true costs of doing business versus poor business models? How do we work better with natural production cycles? Buyer and producer education in both directions is essential. Producers need to be honest and transparent about their limitations and good communication is necessary. But retailers also work on cycles of their own relating to advertisement purchasing and holidays. English language and email skills are critical. The ability to compromise is important for both buyer and producer. Retailers are often willing to forgive unavoidable production challenges for a great product with a great story.

While there is demand for certified products, another common theme is the shortage of capacity building services that assist producer groups with basic business skills, managing quality control and fulfillment, and implementing realistic business plans. Panelists were asked for their perspective for more efficient delivery of 'enterprise advising services' that maximize private sector expertise, NGO skills and donor investments.

Enterprises were advised to identify where partnering with another organization makes sense and to formulate a business model with staged planning. Peer-to-peer consulting can be helpful and points to the origins of WFEN as a network and a community of practice. Buyers need to work directly with producers to create products, and products need to be connected with the consumers who purchase them. Remember that there is a lot of money within countries and regional trade shows are excellent venues for products that cannot be exported. WFEN could organize a co-branded trade show display table for multiple enterprises more efficiently than if each enterprise attended on their own. Wildlife Friendly® enterprises have power in their stories and must learn to communicate them quickly and simply to consumers. Panelists explained that retailers don't always have a vested interest in telling *your* story. It is valuable if your brand is

showcased front and center on their products but this will not always be the case. Selling is about trust and relationship building. Another option that enterprises should consider is that it is sometimes more efficient for enterprises to focus on selling component ingredients rather than finished products but they may need outside expertise to assist them in deciding on the best raw materials to market.

Scaling-up Panel: Perspectives from other Certification Efforts and Building Partnerships Panel

- Fair Business Alliance, **Juan Andres Santelices**
- Animal Welfare Approved, **Andrew Gunther**
- Predator Friendly™, **Becky Weed and Abigail Breuer**
- Jane Goodall Institute, Partnership for the Environment, **Margot Davis**
- Earthhues, master dyer and designer, **Andro Wipplinger**

Panelists introduced themselves and their organizations and there was a rich discussion of both the power and the pitfalls of certification. Since aid does not resolve the issue of poverty and because poverty and conservation are linked certifications can be important to add value to products and create independence for communities. In addition, if producers are using best practices it is beneficial to support and promote their efforts and also to educate the consumer about where their food and other products are coming from and the impact of their purchases. But it is the ability to create consumer demand for these products that makes certifications valuable. Other key factors to keep in mind:

- People are motivated to do things that make them feel better about themselves and this is the power of certification labels
- Your brand is your most valuable asset and you must protect it
- You must be able to back up your product claims and brand promises and it is the rigor of your certification that does this
- Your standards must be repeatable, recordable and measurable

But how do we measure the success of certifications? Certification has to add value without adding cost or at a minimum be cost effective. But at the same time there is a cost to saving the last population of an endangered species. We need to tell a clear and compelling story to consumers who are willing to pay this premium and/or become trusted regular customers that producers can depend upon.