



How can we make social and economic benefits work for us?

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WWF-New Zealand
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Introduction

- WWF-New Zealand: A future where people live in harmony with nature
- Supporting community-led conservation since 2000 in partnership with The Tindall Foundation and others
- \$10m invested, mostly through small grants
- 600+ projects/groups supported



Social and Economic Benefits

- **Social benefits include**: feeling included; friendships; connections with community and business groups; skills development; recreational opportunities; improved social life
- **Direct economic benefits include**: sales of products; employment; business opportunities for contractors and suppliers; downstream business development such as tourism operators
- **Indirect economic benefits include**: Improved environment; improved water quality; Improved physical and mental health



Not Just Trees in the Ground:

The Social and Economic Benefits of Community-led Conservation Projects

Dianne Buchan Corydon Consultants Ltd



Killarney penguin on the rocks



*Andie and Margaret looking
plants at the nursery*



Team work



Agnesina spots signs at fair



Restoring Brixey meadows



*Swamp drains
Great Barrier Island*



*Knigh with felled pine,
Lanikai Beach*



It's easy to be wrong...



*Expensive planting costs
a world of difference*



*The real winning team,
Barrow's Bay*



Levni 2000



*Levni's spelling of the
Levni Andromeda project*



*Levni volunteering
to plant seedlings*



*In the heat of it all
Levni's volunteers*



*Levni's volunteers
at the plant nursery*



Not Just Trees in the Ground

- 41 community projects
- 145 people had gained paid employment
- 1,700 volunteers, of which forty gave more than sixty hours per month
- 24 businesses identified benefits from projects, including demand for supplies and services from the local community, and increased opportunities for tourism.
- Half said WWF funding helped leverage other funding



Not Just Trees in the Ground: case study

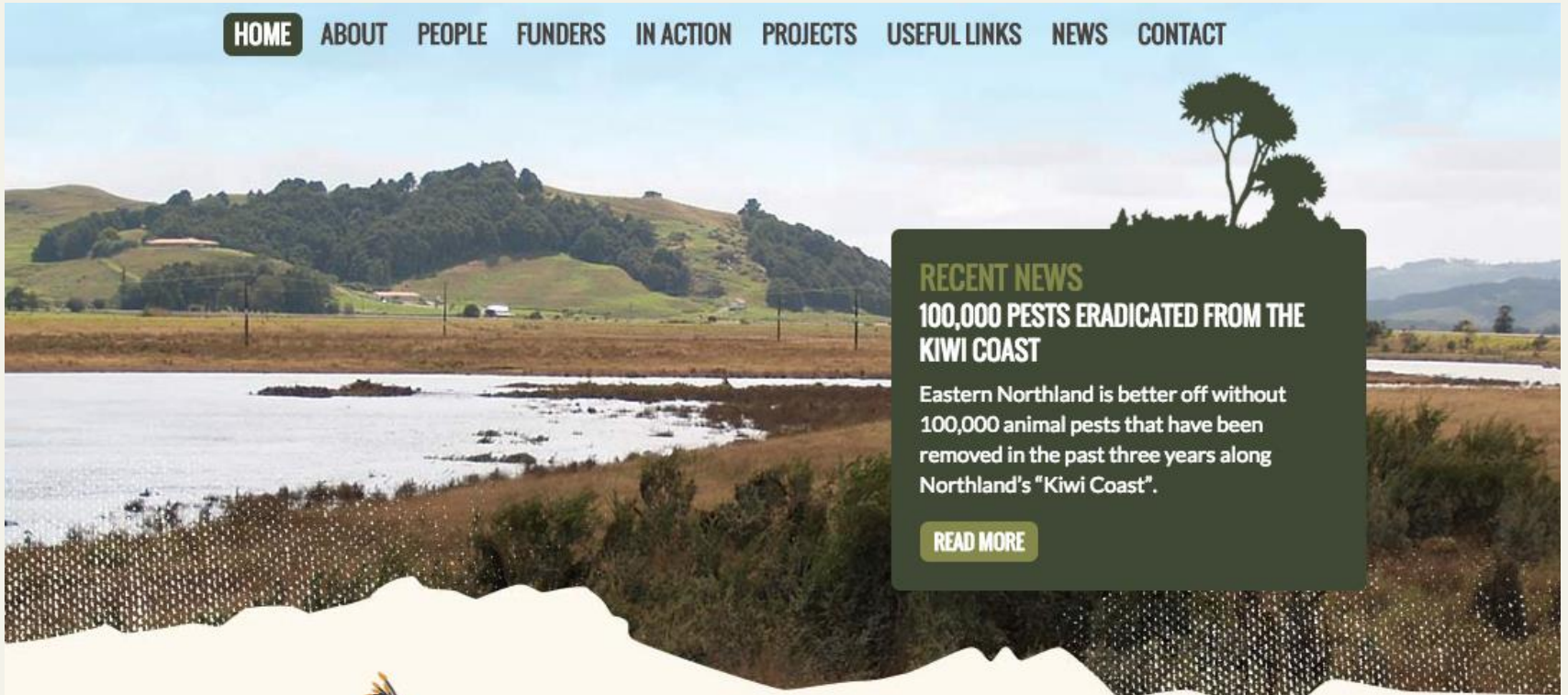
Whaingaroa Harbour Care

- Economic benefits to farmers
 - Up to 20% increased milk production
 - Reduced stock losses in wet areas
 - Reduced vet bills
 - Reduced drain digging costs
- Benefits for local businesses
 - Improved water quality in harbour
 - Catalyst for starting up new businesses e.g. kayak companies
 - Leverage environment in marketing material
 - Healthy fishery
- Benefits to general community
 - Employment and training
 - Community cohesion
 - Sense of pride and achievement
 - Overall increase in awareness of environmental issues in wider community



Reconnecting Northland

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RECENT NEWS

100,000 PESTS ERADICATED FROM THE KIWICOAST

Eastern Northland is better off without 100,000 animal pests that have been removed in the past three years along Northland's "Kiwic Coast".

[READ MORE](#)



If the land flourishes, the people flourish

Reconnecting Northland's vision is to see the land and people of Te Tai Tokerau flourishing together.

Through collaboration, Reconnecting Northland will link and support projects and groups – combining their energy, resources and knowledge – to create large-scale change for the benefit of our natural environment, as well as our people.

KAKA POROWINI





Reconnecting Northland: economic benefits

- Investment in social enterprise to help generate aligned, sustainable economic activity to support Reconnecting Northland aims
- Investment in developing 'Payment for Ecosystem Services' (PES) to generate funds for activity aligned to Reconnecting Northland aims



Reconnecting Northland: PES examples

- Water quality and quantity improved by catchment management: Those who would have had to pay for water treatment could pay for catchment management
- Fish spawning areas in harbours secured or improved by catchment management: those who catch the fish pay for catchment management
- Pest control benefits wildlife populations: people who care about wildlife pay for pest control