





WILDLIFE ECONOMIES DECISION AND INVESTMENT SUPPORT TOOLKIT

AFRICAN WILDLIFE FOUNDATION

ALU SCHOOL OF WILDLIFE CONSERVATION

Conservation Strategy Fund

LAUNCH WEBINAR

From nature's value to better decisions and investment

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Dr Sue Snyman
Director of Research,
African Leadership University's School
of Wildlife Conservation (ALU-SOWC)



Edwin Tambara
Director, Global Leadership &
Institutional Partnerships,
African Wildlife Foundation (AWF)



Mark Gerrard
Africa Director,
Conservation Strategy Fund (CSF)

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Wildlife economies

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of the world's mammal and bird species are found in Africa

Chapman et al., 2022

$29B

annual contribution of wildlife-based tourism in Africa

ALU SOWC / AWF

3.6M

direct jobs linked to wildlife-based tourism before COVID-19

ALU SOWC

$120B

global wildlife tourism direct GDP contribution in 2018

WTTC

Wildlife economy activities are not new. The shift is to recognise, connect and grow them as a coherent sector

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What we build on:

Countries and landscapes already have decades of wildlife-based projects, enterprises, conservancies and community initiatives that have generated value, experience and models worth scaling

But activities have often remained fragmented across projects, institutions, sectors and funding streams





What we build on:



Connect the pieces into a coherent development sector linking evidence, governance, policy, value chains, enterprise support, finance and accountability

Make wildlife economies visible in plans, budgets, land-use decisions and investment pipelines

Wildlife economies are already creating value, but much of it remains invisible

ECONOMIC VALUE

Diversifies rural production, supports enterprises and value chains, and can generate community, local and national revenue

RESILIENCE VALUE

Maintains ecosystem functions that underpin water, food systems, climate adaptation and productive landscapes

SOCIAL & GOVERNANCE VALUE

Can strengthen local ownership, cultural value, participation and conservation incentives when rights and benefits are clear

Four recurring gaps

Invisible value

Nature's economic and social contributions are often omitted from planning, accounts, and budgets, leading to underinvestment and poor trade-offs

Fragmented mandates

Environment, finance, tourism, agriculture, trade, land-use and local actors often work without a shared framework

Weak project preparation

Promising concepts may lack feasibility work, safeguards, revenue models, clear sponsors and benefit-sharing arrangements

Enabling environment constraints

Incoherent policy, unclear rights and mandates, weak enforcement and inequitable benefits can increase conflict and investor risk

Through connecting evidence, coordination, reform, project preparation, finance and accountability, the Toolkit closes these gaps and surfaces opportunities to build and invest

The Toolkit turns evidence into decisions and decisions into investable action



A practical program of decisions, not another diagnostic report

A flexible decision architecture for building wildlife economies

STRUCTURED ENOUGH TO GUIDE ACTION

Flexible enough to fit different scales, entry points, evidence bases, capacities and priorities

Use, combine and revisit the modules as conditions change

Evidence & analysis

Make assets, value, risks and opportunities visible

Governance & coordination

Bring the right institutions, rights-holders and partners around shared decisions

Policy & reform

Identify the conditions and changes needed for responsible growth

Investment & accountability

Prepare opportunities, mobilise finance and track economic, social and ecological outcomes

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One Toolkit. Two connected phases. Eight interconnected modules

PHASE 1 | UNDERSTANDING THE WILDLIFE ECONOMY

Phase 1 reveals the status, shows the gaps and conditions, and builds the evidence base

PHASE 2 | BUILDING THE WILDLIFE ECONOMY

Phase 2 translates it into strategy, reform, investment, implementation, and learning



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PHASE 1 | UNDERSTANDING THE WILDLIFE ECONOMY

MODULE 1
Establish the process

MODULE 2
Status & potential

MODULE 3
Enabling environment

MODULE 4
Finance & investors

PHASE 2 | BUILDING THE WILDLIFE ECONOMY

MODULE 5
Strategy & investment blueprint

MODULE 6
Policy & institutional strengthening

MODULE 7
Reporting & investment platform

MODULE 8
Awareness & capability

Phase 1 asks:
What do we have, what is viable, and what needs to change?

1. Process framework

Who needs to be involved, at what scale, with what governance?

Mandate, coordination structure and workplan

2. Status & potential

What assets, activities, contributions, risks and opportunities exist?

Wildlife economy baseline and opportunity assessment

3. Enabling environment

Which policies, rights, institutions and market conditions enable or constrain growth?

Reform and institutional priorities

4. Finance & investors

What finance, gaps, investors, risks and instruments are relevant?

Finance landscape and investor strategy

Phase 2 asks: How do we turn evidence into coordinated action and investment for growth and impact?

5. Strategy & blueprint

What shared vision, priorities, incentives, infrastructure and projects should guide action?

Strategy, roadmap and investment blueprint

6. Policy & institutions

How will findings enter development plans, budgets, land-use and management systems?

Mainstreaming and policy action agenda

7. Reporting & investment platform

How will opportunities be promoted, projects supported and outcomes reported?

Reporting and investment platform at the relevant scale

8. Awareness & capability

How will political support, public understanding, participation, skills and leadership be sustained?

Communication, education and capacity programmes

The goal is not eight separate reports, it is a connected set of decision products for planning, management, and investment

Credible implementation rests on six principles

Whole-of-government & whole-of-society

Use legitimate leadership and coordination so findings influence real decisions

Place-based & evidence-led

Adapt entry points to ecological, institutional and market conditions

Ecological integrity

Define sustainability limits, safeguards and monitoring before promoting growth

Rights & equitable benefits

Clarify tenure, access, ownership, consent and benefit-sharing

Investability with public value

Prepare viable projects without weakening environmental or social standards

Transparency & adaptive management

Track outcomes, publish assumptions and revisit priorities as conditions change

The Toolkit is designed for the people who make, shape and finance decisions

Policy & public institutions

Planning, budgets, policy reform and coordination

Development partners & civil society

Programme design, implementation support and finance

Landscape & protected area authorities

Management, priorities and place-based investment

Communities & IPLCs

Rights, benefits, participation and enterprise opportunities

Researchers & practitioners

Evidence, monitoring, methods and shared learning

Private sector & investors

Pipelines, risk, partnerships and investment opportunities

Start with the decision you need to make, not with a prescribed sequence

- Select, combine and revisit modules according to mandate, scale, available evidence, capacity, priorities and resources
- Design the assessment as the start of an adaptive planning and monitoring process not the end
- Bring together government, research, private-sector and development-partner data to understand size, composition, contribution and growth potential



What should successful use of the Toolkit make possible?

Nature becomes visible	Projects become more investable	Benefits become more inclusive	Value chains become more viable	Management becomes more adaptive
Wildlife economy priorities reflected in relevant plans, budgets, management frameworks and investment decisions	Better project quality and access to appropriate finance, with safeguards and clear public value	Greater local ownership, meaningful participation and equitable benefit-sharing	Growth in viable enterprises, jobs, revenue and wildlife-economy value chains	Improved ecological condition or reduced pressure, clearer accountability, and regular learning from measured outcomes

Success is measured across economic, social, institutional and ecological dimensions

Our invitation: explore it, apply it, adapt it and help improve it

EXPLORE

Understand the two phases and identify where they fit your mandate or decision

APPLY

Use the Toolkit around a real strategy, landscape, policy, enterprise or investment challenge

ADAPT

Tailor the modules to scale, context, evidence, institutional capacity and resources

SHARE & LEARN

Feed practical experience back into better evidence, methods, implementation and investment







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THANK-YOU

QUESTIONS & DISCUSSION

Explore • Apply • Adapt • Share

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