

Mt Mulanje Biosphere Reserve - Malawi

- UNESCO MaB sustainable development approach
- Green commerce underpins conservation cost
- Integrated Multi-sectoral Management Plan
- Water, Forestry, Biodiversity, Tourism & Energy valuable
- Conservation - Community - Commerce linkages vital
- Many partnerships - companies, communities, research



The Basics of Business...

- first . a MARKET & CUSTOMERS exist?
 - closer the better & a good retail network
- second .. an operational SUPPLY CHAIN?
 - quality & value-adding aspects
- third ... availability of PRODUCERS?
 - standards, certification, association to scale-up
- fourth but first too! available PRODUCT?
 - a natural resource, good quantity & scale potential



The Challenge ...

- The benefit to conservation
 - a real, reliable & useful fund-flow should exist
 - other actions from certification an additional benefit
- The benefit to the community
 - a real, reliable & suitable livelihood choice
 - increased lifestyle & socio-economic benefits
- The benefit to green commerce
 - increased local entrepreneurship, jobs & investments
- **AND** always think of the happy customer!

