



HO ANTOKA SY TOMBOTSOA IOMBONAN'NY OLOMBELONA SY NATIORA MALAGASY

***FOR THE BENEFIT OF MALAGASY PEOPLE AND NATURE**

STRATEGIC PLAN 2021-2025

THE WWF MISSION AT A GLOBAL LEVEL

To stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable and promoting the reduction of pollution and wasteful consumption.

WWF AFRICA VISION

An inclusive, sustainable and nature positive (see box) African development pathway, where the value and centrality of nature is harnessed for the prosperity of both people and planet.

WWF-MADAGASCAR VISION

Madagascar's natural capital is managed in a sustainable and equitable way for the benefit of its unique nature and the Malagasy people.

WWF Madagascar's vision emphasizes the role of nature as a key component of the country's wealth and its critical role for alleviating poverty and improving the livelihoods of the Malagasy people. This importance of nature must be recognized by a society committed to the promotion and sustainable management of this natural capital.

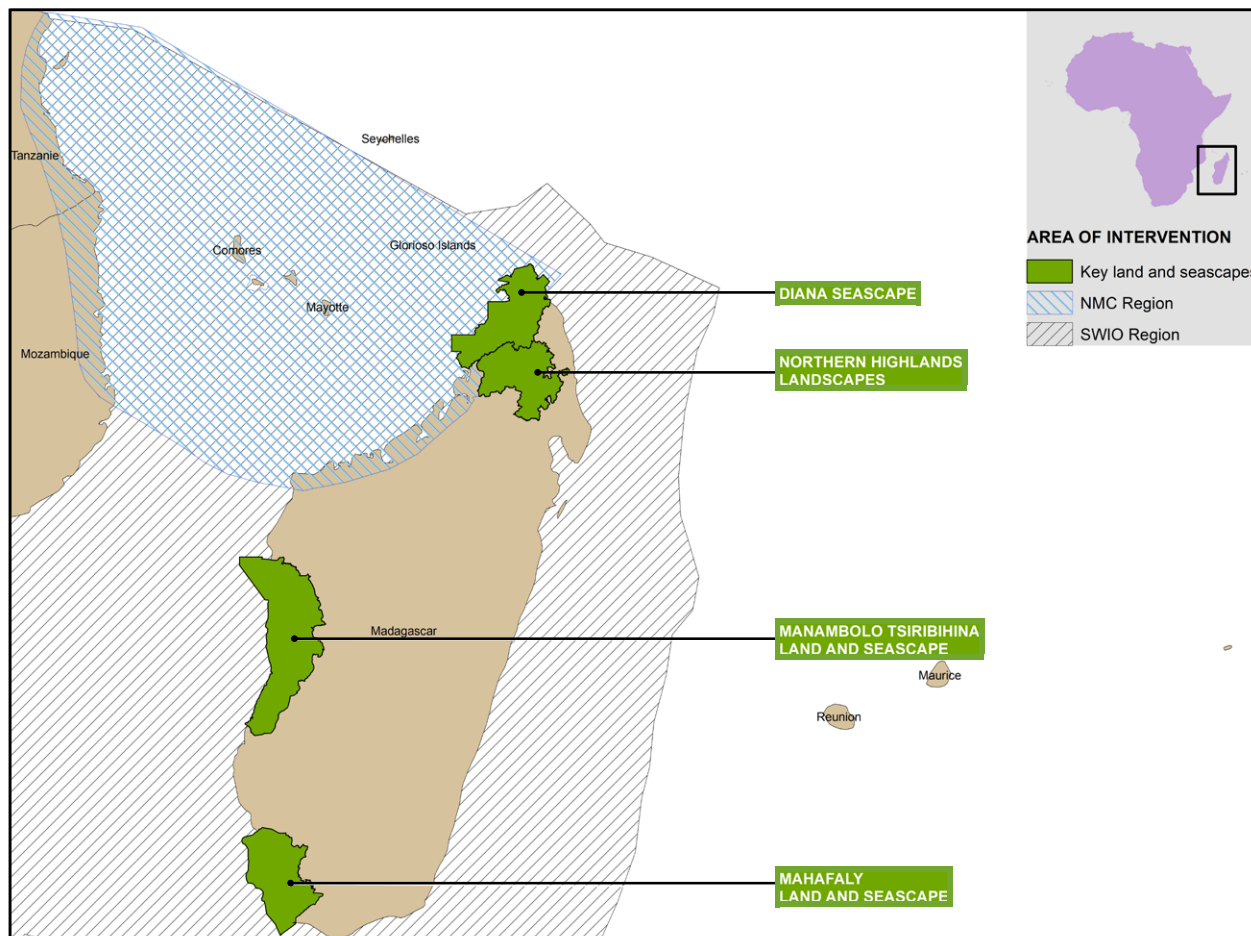


SCOPE OF WORK

This strategic plan is based on the achievements and lessons of the previous 2016-2020 plan, while honoring our present and future commitments and taking into account the changing context in Madagascar and around the world as well as key future trends. The new plan emphasizes scaling up successes by replicating and promoting the right conditions to sustain them. We will also continue to strengthen WWF Madagascar as a performing and sustainable office.

WWF'S WORK IN MADAGASCAR CONTRIBUTES TO SEVEN OF WWF GLOBAL PRACTICES





KEY LAND AND SEASCAPES

Since 2015, WWF Madagascar has prioritized 4 land and seascapes based on the following criteria: landscapes with the highest conservation value; threat level; the added value of WWF; feasibility and likelihood of conservation success.

These are priority conservation areas within major ecoregions including the Madagascar Spiny Forest, Madagascar Rainforests, Madagascar Freshwater Ecoregions, and Western Indian Ocean Marine Ecoregions.

TERRESTRIAL ECOSYSTEMS

**WWF-MADAGASCAR
TARGETS**

LAND AND SEASCAPE



Spiny forests

Mahafaly land and seascope



Humid forests

Northern highlands
landscape

**WWF-MADAGASCAR
TARGETS**

LAND AND SEASCAPE



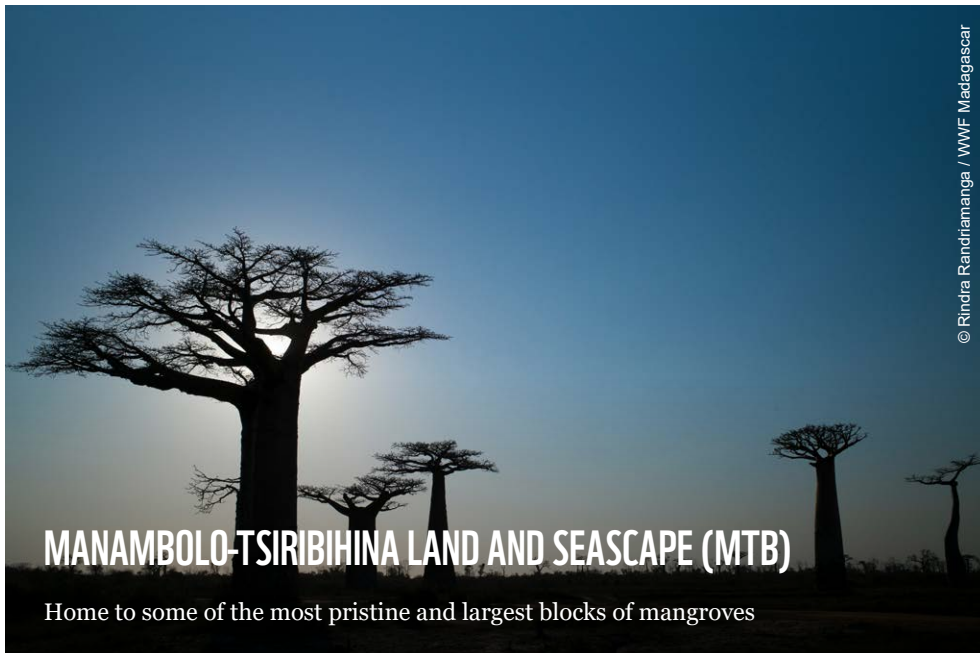
Mangrove system

Manambolo-Tsiribihina land
and seascope
Diana seascope



Reef systems

Mahafaly land and seascope
Diana seascope



TARGET BIOMES

MADAGASCAR'S FOREST COVER
DECREASED BY

23%,

A LOSS OF 3.89MHA, THE
EQUIVALENT OF 1.29GT OF
CARBON DIOXIDE



FORESTS

Due to Madagascar's prolonged isolation, its forests are recognized for the diversity of their flora and fauna, with a high rate of endemism. According to Global Forest Watch, between 2001 and 2019, Madagascar's forest cover decreased by 23%, a loss of 3.89Mha, the equivalent of 1.29Gt of carbon dioxide. These losses are driven by slash and burn for crop cultivation, illegal timber logging and for fuelwood collection. WWF Madagascar is concentrating its efforts on the dominant forests in its areas of intervention: **the humid forest of the North, the spiny forest of the South, dry forests of the West.**

© Nick Riley / WWF Madagascar

MADAGASCAR HAD

800,000 HA

OF MARINE PROTECTED AREAS IN 2015
AND HAS COMMITTED TO TRIPLE THE
NUMBER OF ITS MARINE PROTECTED
AREAS WITHIN 5 - 10 YEARS.



OCEANS

The 5,000 kilometers of coastline with its one million square kilometers Exclusive Economic Zone are a major lifeline for 1.5 million Malagasy and the national economy. The fishing sector alone weighed 7% of GDP in 2018 and contributes to more than 12% of exports value. Madagascar had 800,000 ha of Marine Protected Areas in 2015 and committed to tripling the number of its Marine Protected Areas within 5 to 10 years, during the World Parks Congress in Sydney in 2014.

Reefs are destroyed due to overfishing and unsustainable fishing practices. Around Madagascar, Illegal Undeclared and Unregulated (IUU) fishing. It is estimated that some 130,000 tons of fish resources are illegally extracted from Malagasy marine territories each year. IUU is encouraged mainly by a weak monitoring, surveillance and control system. **WWF Madagascar focuses its conservation interventions on the reef systems of the Southwest and Northwest and the mangroves of the West coast.**

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¹ <https://www.globalforestwatch.org/dashboards/country/MDG/>

² World Bank, 2018

TARGET SPECIES



RADIATED TORTOISE - SOKAKE (*ASTROCHELYS RADIATA*)

This tortoise is endemic to southern Madagascar and is critically endangered according to the IUCN Red List. It is also listed in Appendix I of the Convention on International Trade in Endangered Species (CITES). Due to constant collection for food and the pet trade overseas as well as in Madagascar, the historical distribution of the species has declined by 65%. A recent scientific survey in the protected area of Tsimanampesotse, one of its last sanctuaries, indicates a drastic reduction in its population density (from 40 individuals/ha in 2017 to 28 individuals/ha in 2020) because of the disappearance of mature individuals.



SILKY SIFAKA - SIMPONA (*PROFITHECUS CANDIDUS*)

This lemur species is locally endemic to the track of humid forest between Marojejy, Betaholana, Anjanaharibe-sud and the northern part of Makira. It is amongst the rarest lemur species with only 250 mature individuals (IUCN, 2019). The viability of the silky sifaka has further diminished in recent years due to deforestation and hunting. The silky lemur is classified as Critically Endangered on the IUCN Red List. Unlike many other species, silky lemur cannot be conserved ex-situ.

KEY GOALS AND OUTCOMES

VISION

Madagascar's natural capital is managed in a sustainable and equitable way for the benefit of its unique nature and the Malagasy people

GOALS

To attain the above-mentioned vision, we have set two distinct but interdependent goals.

By 2030, the viability and resilience of terrestrial and marine ecosystems and their flagship species in WWF priority landscapes are maintained compared to 2015.

By 2030, the living conditions of local communities in priority landscapes and their resilience to climate change have improved compared to 2015.

To reach those goals, we concentrate our efforts so that **by 2025, key pillars of a sustainable landscape are consolidated providing an inclusive and responsible framework suitable to nature-based solutions and ecological infrastructures development within the 4 priority landscapes of WWF Madagascar.**

Threat reduction objectives:

By 2025, zero collection of Simpona and radiated tortoises within the priority landscapes (HTN and MHF)

By 2025,

- 1) zero loss of forest in managed areas (PA and CBNRM);
- 2) illegal Logging for fuel wood is stopped in unauthorized areas of priority landscapes and
- 3) 22,200 ha of degraded forests are restored

By 2025,

- 1) 50% reduction of unsustainable fisheries practices in the priority landscapes and
- 2) Madagascar's level of compliance to the IOTC anti-IUU guidelines is improved (compared to the 2021 baseline)

Main **expected results** by 2025 that will lead to the reduction of threats mentioned above are:

PA management and governance and community management in priority landscapes effective

Adequate policy and legal frameworks and their application lead to more effective governance of Natural Resources

The resilience of communities in priority landscapes is improved and their reliance of natural resources is reduced

Financial flows to conservation are increasing and initiatives pushing the blue / green economy are promoted

Measures to strengthen the adaptation capacity of ecosystems and species to climate change are implemented

Sustainable and well-structured value chains involving the private sector and local communities are scaled up

The logging of fuelwood outside authorized areas is stopped; at least 10% of households in priority landscapes adopt other alternatives; at least (50% of households in large cities in WWF priority landscapes adopt stoves

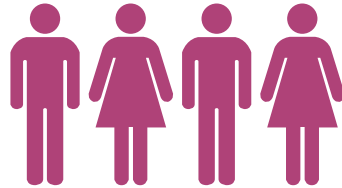
KEY STRATEGIES AND ACTIONS

Four strategies have been defined to achieve the above outcomes and goals :



STRATEGY 1. STRENGTHEN INTEGRATED LANDSCAPE MANAGEMENT AND CONSERVATION EFFECTIVENESS

This strategy will aim to pursue the strengthening the management capacity of key partners (community-based organizations, civil society organizations, local authorities, etc.) towards effective protected and conserved areas as the building blocks for resilient and sustainable landscapes. Through this strategy, we will also promote the integrated land management approach through the facilitation of multi-stakeholder collaboration, joint monitoring, development of sustainable funding mechanisms for conservation and full consideration of climate adaptation needs.



STRATEGY 2. PROMOTE THE SCALING UP OF SUSTAINABLE ALTERNATIVES FOR THE WELL-BEING AND RESILIENCE OF COMMUNITIES

This strategy builds on the successes and lessons learned from the previous strategic plan and will promote the scaling up of successful community-based enterprises in partnership with the private sector. Through partnerships with development programmes, we will also continue to play a role in facilitating community access to basic services such as solar electricity, water and health services in the most remote areas.



STRATEGY 3. ADVOCATE FOR THE INTEGRATION OF THE STRATEGIC ROLE OF NATURE IN THE DEVELOPMENT AND IMPLEMENTATION OF DECISIONS / POLICIES

This strategy aims at fostering the adequate legal, institutional and policy enabling conditions for an increased mainstreaming of nature into decision-making, policy development and implementation. Focus will specifically be on those decisions/policies related to the drivers of nature loss: wildlife regulations and CITES compliance; Forest Landscape Restoration and Fuel Wood Management; improved fisheries management policies for small-scale and industrial fisheries; land tenure and agriculture; and the fight against corruption in the natural resources sector. Continuing to build CSO advocacy capacity and actively collaborating with them will be central to the implementation of this strategy.



STRATEGY 4. DEMONSTRATE THE PROFITABILITY AND SUSTAINABILITY OF THE GREEN & BLUE ECONOMY

This strategy will aim to promote the values of nature and its potential to contribute to the economic emergence of Madagascar. This will be done by developing and disseminating knowledge and understanding of the concept of natural capital and piloting its application at landscape level. Close collaboration with like-minded economic players such as financial institutions and the private sector will be sought to build such demonstration cases and their dissemination.

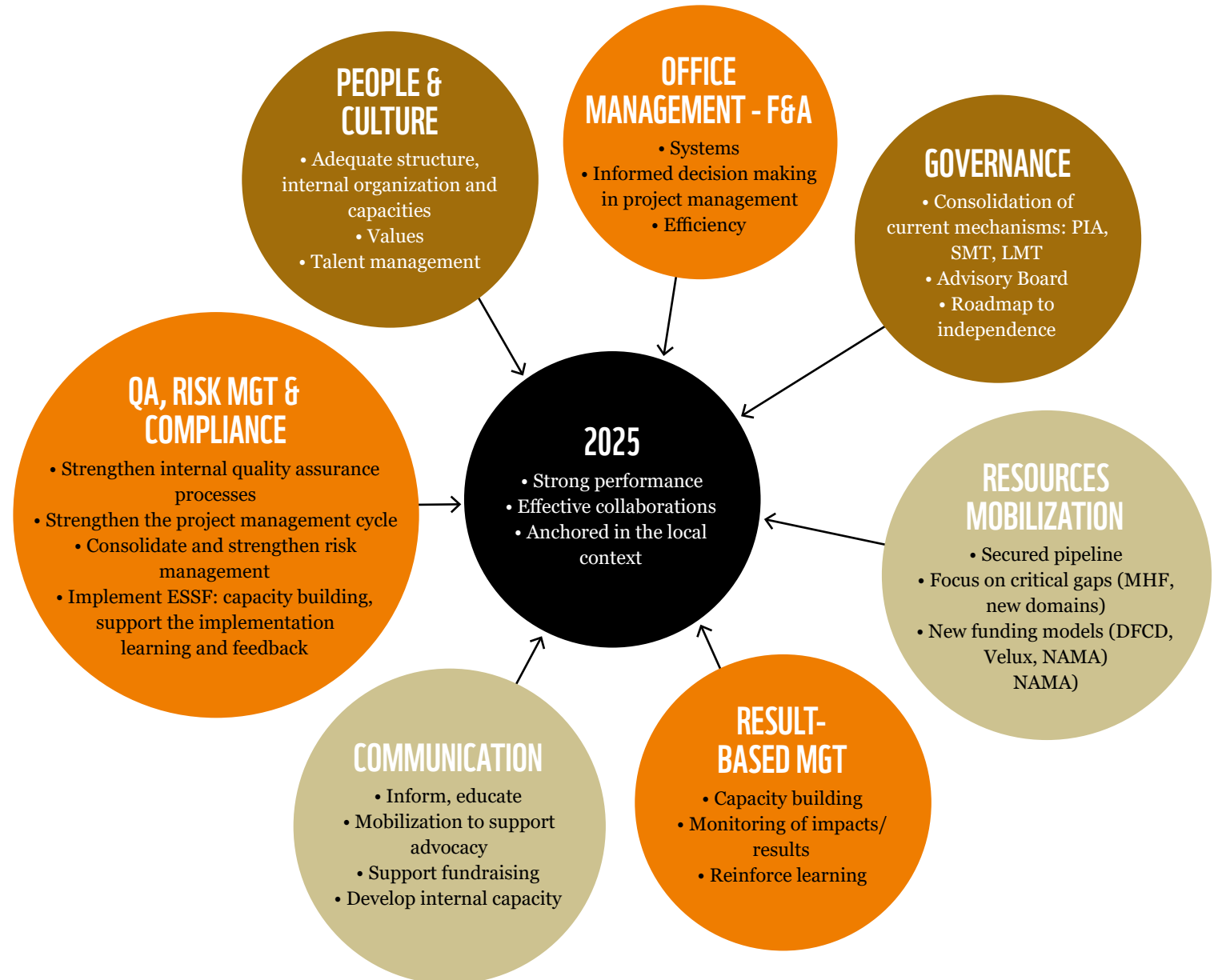
HOW ARE WE GOING TO ACHIEVE?

OPERATIONNAL OBJECTIVE:

By 2025, WWF-Madagascar is a **strong performing office**, mobilizing **effective collaborations** to address the most pressing conservation needs for sustainable development and is **well anchored in Malagasy society**.

- **Improving management performance** in order to support effective and efficient conservation delivery.
- **Developing an organizational culture** around WWF's values to foster **WWF external critical engagement**.
- Strengthening systems, processes, **standards for both compliance and quality assurance**.
- Focusing resource mobilization towards **increased financial sustainability** (including funding for organizational development).

DÉVELOPPEMENT ORGANISATIONNEL - 7 PILIERS



OUR VALUES

COURAGE

RESPECT

COLLABORATION

INTEGRITY





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Working to sustain the natural
world for the benefit of people
and wildlife.

together possible™

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