



WWF

MADAGASCAR

ANNUAL REPORT 2024



CONTENT

3

FOREWORD

4

KEY STRATEGIES AND
ACTIONS

6

4 AREAS OF INTERVENTION

40

OUR SENIOR MANAGEMENT
TEAM

41

ORGANIZATIONAL CHART

42

FINANCIAL REPORT 2024

43

THEY TRUSTED US

8

BIODIVERSITY

12

FOREST

16

OCEANS

20

CLIMATE AND
ENERGY

24

GOVERNANCE

28

MARKET

32

SUSTAINABLE FINANCE

36

OPERATIONS

Cover photo © Fita: *Brookesia nana*, recognized since 2021 as the world's smallest chameleon, was discovered in 2012 in the forests of the Sorata mountain range, in north of the COMATSA (Corridor Marojejy Anjanaharibe-Sud Tsaratanana), located in WWF's Northern Highlands landscape.

FOREWORD

The double crisis of biodiversity loss and climate change have gained momentum in recent years. Biodiversity is now in freefall. Our Living Planet Report published this year shows a 73% decline in biodiversity worldwide. 4% of biodiversity has disappeared in just 2 years compared with the 2022 report, which is catastrophic. The trend is even more alarming for global warming, with global temperatures exceeding the 1.5°C threshold in 2024.



Global ecosystems are approaching several tipping points. Our trajectory towards 2030 will be critical for reversing the trend, for the survival of our planet and our country. It will take nature many years, fifty or even several hundred years, to return to its initial state. In the space of just two years, we have destroyed 4% of it. The road to 2030 will certainly be full of challenges, difficulties and obstacles. We must maintain and redouble, more than ever, our efforts undertaken over the last 60 years, relying fully on our main assets: our expertise, our values, our partners, so that Madagascar's natural capital can continue to benefit nature and the Malagasy people.

I acknowledge the collaboration, synergy and joint efforts undertaken in 2024 with all our stakeholders, who have greatly contributed to the achievements we are delighted to share in this annual report.

Let's keep up this momentum for all the actions that lie ahead, and which will be decisive for our common future. Together possible!

Nanie Ratsifandrihamanana
WWF Madagascar Country Director

A handwritten signature in white ink, appearing to read 'Nanie Ratsifandrihamanana', is written over a large, dark, mossy log in the foreground of the forest scene.

KEY STRATEGIES AND ACTIONS



**STRENGTHEN INTEGRATED
LANDSCAPE MANAGEMENT AND
CONSERVATION EFFECTIVENESS**



**PROMOTE THE SCALING UP OF
SUSTAINABLE ALTERNATIVES FOR
THE WELL-BEING AND RESILIENCE
OF COMMUNITIES**





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



DEMONSTRATE THE
PROFITABILITY AND
SUSTAINABILITY OF THE
GREEN & BLUE ECONOMY



4 AREAS OF INTERVENTION

MANAMBOLO-TSIRIBIHINA LAND AND SEASCAPE

3,800,000 ha of total area

60,000 ha of mangroves

415 km of coastline

1,305,958 ha of dry forest

242,416 ha of wetlands

7 Protected Areas including a biosphere reserve and a world heritage site

7 Ramsar sites (WWF supported the request for these 5 sites)

89 CBNRMs, 35 of which are supported by WWF



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IMPORTANCE AND CONSERVATION TARGETS

- Habitat of endangered flagship species
- High potential for mangroves restoration and carbon sequestration
- Important fishing zone
- Hotspot tourism destination (Baobabs Avenue, Tsingy of Bemaraha, Belo sur Mer, Kivalo...)
- High agricultural potential

MAHAFALY LAND AND SEASCAPE

High conservation value in the Tsimanampetsotse-Nosy Ve Androka biosphere reserve:

2,122,613.13 ha

PROTECTED AREAS:

Nosy Ve Androka: 91,445 ha managed by Madagascar National Parks (MNP)

17 LMMAs: 39,881 ha managed by MILANORIAKE federation

Amoron'i Onilahy: 100,482 ha managed by WWF, OHEMIA, MIHAVAO, CBOs

Tsimanampetsotse national park: 202,525 ha managed by Madagascar National Parks (MNP)

26 CBNRMs: 292,256 ha managed by local communities



IMPORTANCE AND CONSERVATION TARGETS

- Third biggest reef system and one of the ten climate hotspots
- Flagship species: marine mammals and sea turtles, pelagics, and reef sharks
- Home to the largest expanse of spiny forest and contains a groundwater reservoir
- Refuge for the radiated tortoise, *Lemur catta* and *Propithecus verreauxi*
- The land and seascape support the livelihoods of 353,500 people, including 45% of women



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DIANA SEASCAPE

1,698,261 ha of total area including 5.5% under community-based management

72,200 members of community-based organizations supported

24 community-based governance structures

60,759 ha of mangrove forest



IMPORTANCE AND CONSERVATION TARGETS

MARINE RESOURCES OF NOSY HARA PROTECTED AREA

- Second “world hotspot” in terms of coral biodiversity
- Home to 35% of coral reefs in the Indian ocean
- Largest number of predicted coral species (approx. 265)
- Nesting site for two endangered species of sea turtle

MANGROVES OF AMBARO BAY

- 21st Ramsar site in Madagascar: 99 bird species (44 endemic to wetlands), the fishing eagle and the Sambirano mouse lemur, threatened with extinction
- Cover 10% of mangroves in Madagascar (21,130 of 54,000 ha supported)
- Two biologically sensitive shrimp areas identified

NORTHERN HIGHLANDS LANDSCAPE

2,535,000 ha of total area

3 regions: DIANA, SOFIA, SAVA

10 protected areas including COMATSA managed by WWF

6 CBO unions

65 CBNRMs



IMPORTANCE AND CONSERVATION TARGETS

- The biggest block of humid forest (1,028,000 ha)
- The biggest protected area network in Madagascar
- Climatic refuge for species with a strong altitudinal gradient
- Home to highly endemic species such as the *Propithecus candidus* (Simpona lemur) and the *Brookesia nana* (the world's smallest reptile)
- Capital of vanilla





BIODIVERSITY

WWF'S LIVING PLANET REPORT 2024 REVEALS A "SYSTEM IN PERIL"

Launched on October 10, 2024, the 15th edition of the Living Planet Report (LPR) is sounding the alarm because the Earth is today a "system in peril". Indeed, ecosystems are getting dangerously close to several irreversible tipping points, critical thresholds beyond which changes to ecosystems would be irreversible.



Over the last 50 years, the Living Planet Index (LPI) used in this report has measured a catastrophic 73% loss in the average size of wildlife population observed between 1970 and 2020.

Nearly 35,000 wildlife populations were studied, covering 5,495 species of amphibians, birds, fish, mammals and reptiles. We have gone from a global decline of 69% in 2022, to a decline of 73% in 2024. We have lost 4% of nature in 2 years.

Coral reefs are one of the ecosystems most threatened by climate change, having experienced a 4th global episode of massive bleaching, confirmed this year.

In Madagascar, coral bleaching due to rising global ocean temperatures is one of the major phenomena threatening coral reef productivity. Rising ocean temperatures could thus lead to the collapse of these ecosystems, and consequently jeopardize the livelihoods of Madagascar's 3 million coastal inhabitants.

The next five years will be decisive for the future of life on Earth, and will require a huge collective effort. The countries, including Madagascar, which have agreed to halt and reverse the loss of nature by 2030 (Kunming-Montreal Global Biodiversity Framework) are reaching a decisive turning point.

WWF is therefore calling for countries to implement more ambitious national plans for nature and climate that include measures to (1) reduce global overconsumption, (2) halt and reverse both of domestic and imported biodiversity loss and (3) reduce emissions, all in an equitable manner. WWF also urges governments and businesses to act to (1) rapidly eliminate activities with negative impact on biodiversity and climate, and (2) redirect finance away from harmful practices and towards activities that will deliver on the global goals.

According to Nanie Ratsifandrihamanana, Country Director of WWF Madagascar: *"At the rate at which Madagascar's terrestrial and marine ecosystems are deteriorating, the challenge remains high for conservation. WWF cannot cover the whole Madagascar territory. However, we do operate in areas, often remote, that concentrate significant biodiversity and vital ecosystems, which can significantly support the country's socio-economic development, if preserved and managed sustainably. We also have science-based technical expertise, acquired over 60 years of action in Madagascar, which we can contribute to helping reverse the loss of biodiversity. The year 2030 marks a critical point in our trajectory, a point at which biodiversity loss must be halted, so that we can then progress towards a positive recovery. We must not fail to meet the global commitments we have signed up to, because nature is counting on us. We must act now if we are to reverse the trend, and together we can do so, by valuing nature as the only solution for our common future."*

TRAINING OF MAGISTRATES: STRENGTHENING INVESTIGATIONS TO COMBAT WILDLIFE TRAFFICKING IN MADAGASCAR

Precious woods, turtles, lemurs and marine species such as sharks and sea cucumbers are particularly targeted by trafficking. Corruption exacerbates these offences, with criminal networks extending to Asia, Europe and the United States. To combat this scourge, a training program was developed in close collaboration with ENMG, BIANCO, SAMIFIN and ARAI, as part of the “Combating Corruption and Wildlife Trafficking” project, funded by the American people through the U.S. Agency for International Development (USAID), in consortium with WWF, TRAFFIC, Transparency International Initiative Madagascar (TI-MG) and Alliance Voahary Gasy (AVG). This initiative has benefited some fifty Malagasy magistrates, with the aim of improving the governance of natural resources in Madagascar by tackling the problems of corruption and wildlife trafficking. Together, they aim to reduce corruption and improve the results of natural resource conservation in Madagascar. This program is part of a broader strategy to improve the governance of natural resources in Madagascar.

The program includes practical case studies, investigations into illicit financial flows and concealment techniques such as money laundering and tax evasion.

According to Anthony RAMAROLAHINGONIRAINY, Managing Director of ENMG (École Nationale de la Magistrature et des Greffes), *“This training is therefore crucial to protecting endemic species of Madagascar. It aims to provide students of magistracy and magistrates with the necessary skills to ensure rigorous enforcement of*

OBJECTIVES

→ The level of collection of Simpona and radiated tortoise in managed areas (PA and CBNRM) is reduced to LOW for Simpona and MEDIUM for radiated tortoise (in the Northern Highlands and Mahafaly landscapes respectively)

- **Level of collection of Simpona (MIRADI):** decreased from VERY HIGH (2021) to MEDIUM (2024)
- **Increase in the number of Simpona groups inventoried:** 7 groups inventoried in 2020 compared with 20 groups inventoried in 2024
- **Level of collection of radiated tortoise (MIRADI):** decreased from VERY HIGH (2021) to HIGH (2024)

2,130 radiated tortoises seized: 144 seized (October-December 2023) and 1,986 seized (January-April 2024) (janvier-avril 2024).

Source: MNP - DREDD

laws against species trafficking and illicit financial flows. Madagascar currently has around 1,000 magistrates, of whom some 300 have already completed these training modules.”



SHARING EXPERIENCE AND CAPITALIZING ON EFFORTS TO COMBAT CORRUPTION AND WILDLIFE TRAFFICKING

A wide range of stakeholders - including the Ministry of Justice, the Ministry of Public Security, the Ministry Delegate of the National Gendarmerie, conservation organizations, technical and financial partners, anti corruption services, civil society organizations, police academies and universities - came together for the second edition of the national forum focused on combating corruption and wildlife trafficking in Madagascar. The forum is part of the “Combating Corruption and Wildlife Trafficking” project, with financial support provided by the American people through the U.S. Agency for International Development (USAID), and in consortium with WWF, TRAFFIC, Transparency International Initiative Madagascar (TI-MG), Alliance Voahary Gasy (AVG).

This forum was an opportunity to exchange and share experiences, results, best practices and lessons learned over the three years of the project’s implementation in the fight against corruption and wildlife trafficking. It was also an opportunity to leverage experience and knowledge, with the aim of sustaining the efforts undertaken and strengthening the network of committed stakeholders by creating coalitions with networks on an international scale.

Nanie Ratsifandrihamanana, Country Director of WWF Madagascar, added: *“We have no other choice for Madagascar – we must carry on. Through this forum, we hope to rally all the active forces, because it is up to all of us to sustain the achievements made possible through your support. The fight must go on, as evidenced by the seizure of turtles and lemurs. It is the first time in my 30-year career in biodiversity conservation that so many lemurs have been seized outside of Madagascar. We are evolving and learning to combat trafficking, even as traffickers become more sophisticated. We cannot give up; we must continue to fight against the trafficking and corruption that are ruining our natural wealth. Without transparency, an effective and sustainable fight is not possible ”.*





FOREST

A DRONE AND 400 PEOPLE TO REFOREST 100 HECTARES OF MANGROVES IN THE MENABE

In March, more than 500 kg of *Avicennia marina* seeds were dropped by drone over a 50-hectare area in the Antsogno site at Kivalo, the Marofandilia commune in the Morondava district. This innovative reforestation method enables a larger area to be restored in a very short space of time, with minimal of human resources. It also strengthens mangrove restoration and reforestation efforts in areas that are difficult for communities to access.

Avicennia marina is the most suitable species for aerial seed dispersal by drone, thanks to its rounded seeds, which are well suited to this technique. It is also well suited to the characteristics and conditions of the site to be restored, as this species is highly resistant to the high salinity and texture of the soil at Antsogno.



In areas close to the Kivalo drone drop, over 400 people mobilized to plant around 450,000 propagules of *Ceriops tagal* (Tangambavy) and *Rhizophora mucronata* (Tangandahy) on 50 hectares of moderately degraded mangroves. These species are the most widely used by the local population to build huts as permitted by traditional use rights. The decision to use *Rhizophora mucronata* for mangrove restoration also aims to improve fish stocks, promote sustainable fishing and support local development. The roots of *Rhizophora mucronata* serve as nurseries for fish, shrimp and crabs. The local communities of Kivalo are committed to monitoring and maintaining the site, with the support of WWF and the Regional Directorate of Environment and Sustainable Development in the Menabe region (DREDD Menabe) to ensure the success of the restoration.

© Rado Rakotonirina / WWF-Madagascar

FUELWOOD PLANTATIONS TO SAFEGUARD THE NATURAL FORESTS OF AMORON'I ONILAHY

In the Atsimo Andrefana region, satellite analyses in 2023 revealed 110 hectares of forest loss around the Amoron'i Onilahy protected area.

Both in rural and urban areas, household cooking needs are contributing to the destruction of natural forests. Indeed, in Toliara alone, to maintain a sustainable supply of fuelwood, up to 30,000 hectares of fast-growing wood would have to be cultivated.

The Atsimo Andrefana region continues to promote fuelwood reforestation with its various partners, including WWF. This also includes the popularization of the use of improved stoves, but particularly, support for local communities in developing alternative income-generating activities. Once they become aware of the importance of fuelwood reforestation, reforestation associations and charcoal makers join forces to scale up planting efforts and reduce the exploitation of natural forests.

Over the past three years, local communities have planted up to 348 hectares of fuelwood plantations and helped restore 140 hectares of dry and spiny forests. The planting areas are located in the communes of Andranovory and Andranihinaly, in the Toliara II district; and in the communes of Behataka and Ambatry Mitsinjo, in the Betioky district.

The seedlings come from seven nurseries located in the Toliara II district (Ambohimahavelona – Ambiky, Andranovory - Vineta) and in the Betioky district, (Tongobory - Tameantsoa, Behataka – Anjabalo and Ampasindava, Ambatry - Andabolava). These nurseries produce over 90,000 seedlings a year, and are run by 22 male and female nursery growers.

Supporting local communities in developing sustainable alternatives such as cultivating fuelwood plantations is essential to maintain the health of the forests, provide a sustainable livelihood for these communities, and sustainably supply large cities with cooking fuel. This initiative will help to regenerate dry forests, which are among the most difficult ecosystems to restore, preserve biodiversity and reduce the impact of climate change.



OBJECTIVES

→ By 2025, deforestation is reduced to 50% compared to the situation in 2021 in managed areas (forests and mangroves)

- Annual net forest loss (outside authorized areas)

Situation 2020

- Diana: 5.8 ha
- MTB: 45.5 ha
- MHF: 324 ha
- NHL: 4,748 ha (CAPAM and CBNRM)

Situation 2024

- Diana: 32.84 ha
- MTB: 3.87 ha
- MHF: 596 ha
- NHL: 3,237 ha (CAPAM and CBNRM)

→ By 2025, the degradation of forests is reduced to 70% compared to the situation in 2021 in managed areas (forests and mangroves)

- % of degraded forest coverage

Situation 2021

- Diana: 64.24%
- MTB: 86.31%
- MHF: 74.34%
- NHL: 48.26%

Situation 2024

- Diana: 61.28%
- MTB: 82.66%
- MHF: 77.21%
- NHL: 49.35%

→ By 2025, 4,500 ha of degraded forests are under restoration (humid forest, dry forest and spiny forest)

- Area of degraded forests restored or under restoration

Situation 2021

- NHL: 425 ha (211 ha passive and 214 ha active)
- MHF: 10 ha

Situation 2024

- NHL: 2,550.76 ha
- MHF: 142.2 ha of restored forests

COMMITMENT AND RESILIENCE: THE INSPIRING STORY OF A COMMUNITY-BASED ORGANIZATION IN THE ANDAPA REGION

Founded in 2000, the Community-Based Organization (CBO) of Ambodivohitra Kobahina currently has 585 members, including 195 women, who are actively involved in various conservation activities.

Ambodivohitra Kobahina has 12 community patrollers. According to the president, Nary Elizara Florent: *“The recurring incidents reported during patrols are mainly linked to illegal logging and charcoal production. These persistent threats are mainly due to the fall in the price of vanilla, which pushes communities to expand their crops into forest areas as an alternative source of income. As a result, since 2018, local communities have decided to increase the frequency of patrols to four times a month, compared to only once or twice a month previously.”* This approach has paid off, as the patrol reports are gradually showing fewer incidents.

When it comes to forest restoration, the Ambodivohitra Kobahina CBO has used various methods. Initially, reforesters collected wildings (young tree seedlings that grow spontaneously without being cultivated) and replanted them directly. Unfortunately, this method yielded disappointing results, with a success rate of only 30%, according to evaluations. They then adopted a new approach: growing the wildings in pots, having them tended by nursery growers, and planting them only once they reached a size suitable for survival. This method proved more successful, with a 70% success rate.

Given these results, local communities decided to monitor reforestation activities more regularly to track the number of seedlings maintained and planted, as well as their growth and mortality rates. *“We encourage communities to reforest to discourage unsustainable practices such as using firewood and illegal logging within the core zone for their daily needs,”* said the president of the Ambodivohitra Kobahina communities.

The Community Saving Group (CSG) is another initiative developed within these local communities, offering various benefits. Michael Razakarison, a relay farmer and CSG member, explains: *“We now have 30 members within the CSG. The CSG is first and foremost a financial management tool that helps us manage our expenses and save money to support the community management of natural resources. It also allows us to borrow funds and provide social support within the community, including contributions for births, deaths, and illnesses. The existence of the CSG helps limit illegal and unsustainable logging.”*

Thanks to a collaboration with Symrise - a company that exports agricultural products using sustainable methods - communities now also have access to markets for local products in the SAVA region. This includes vanilla, ginger, patchouli, and other crops. The collaboration combines profitability with sustainability and is based on certified “zero deforestation” production. Local communities receive an environmental bonus from the sale of these products. This funding supports the conservation of COMATSA’s forests through community patrols and forest restoration. In 2023, 42.5 tons of vanilla were marketed, providing approximately 50% of the funding needed for conservation activities across three community-based organizations in the Andapa basin. Some 480 vanilla growers and 28 ginger growers are currently benefiting from Symrise’s sustainable partnership, which is also being extended to other products such as patchouli.



An aerial photograph of a rugged coastline. On the left, a dark, rocky cliff face descends towards a dense area of green and yellowish vegetation. The terrain then meets a rocky shoreline with scattered boulders and smaller rocks. The water is a vibrant turquoise color, transitioning to a deeper blue further out. The sky is filled with large, white, fluffy clouds, with patches of blue visible. The overall scene is one of natural beauty and coastal ruggedness.

OCEANS



SHARING DATA ON FISHERY RESOURCES FOR MORE SUSTAINABLE FISHING IN THE MAHAFALY COASTAL REGION

REOPENING OF OCTOPUS FISHING: 5,702.7 KG OF OCTOPUSES CAUGHT BY FISHERS FROM THE MAHAFALY COAST

Fishers from the 11 Locally Managed Marine Areas (LMMAs), located in the districts of Ampanihy and Toliara II, caught a total of 5,702.7 kg of octopus during the reopening of octopus fishing in August. During this period, the average individual weight was approximately 4.8 kg, with the largest octopus recorded weighing 6 kg. Some fishers reported catches of up to 22 kg each. This marks a significant increase compared to the previous year's production of 5,213 kg.

The establishment of these fishing reserves, initiated by fishing and agropastoral communities, reflects their strong commitment to the protection and sustainable management of marine and coastal resources, while ensuring sustainable livelihoods for community members. With the price per kilogram ranging between 6,000 and 7,000 Ariary (approximately 1.3 to 1.5 USD), the first day of fishing generated substantial income for the communities. The temporary closure of these reserves provides a biological rest period for both breeding adult octopuses and juveniles, contributing to the replenishment of fishery resources and supporting the resilience of marine ecosystems.

The LMMAs continue to serve as an outstanding example of the collaboration between WWF and the Ministry of Fisheries and Blue Economy in supporting sustainable fisheries and marine biodiversity, ensuring a better future for both the communities and the ecosystems they depend on.

With the support of WWF, coastal communities in the Mahafaly region monitor their daily fishing catches. Catch data is analyzed periodically to assess trends in harvests and fishing effort. These analyses give fishers insight into the quantity of resources being harvested and the status of those resources. In October 2023, the results of these analyses were presented in five villages along the Mahafaly coast, followed by another feedback session in May 2024. This latest session brought together 170 fishers from the villages of Antsakoa, Andoharano, Andrahava, Andrenosy, and Befolotse. During the meeting, monitoring results from 2015 to 2023 were shared with the community. Women and young people play a crucial role in preserving marine ecosystems, and their participation is essential in discussions on fisheries management.

The data shared covered catches of octopus, squid, and various fish species, including tuna and reef fish. The analyses revealed that, over the years, catches of octopus and other fish species have increased. However, there has also been a rise in fishing effort, partly due to farmers migrating to the coast after losing their crops to drought. Faced with these challenges, many have turned to fishing as an alternative livelihood. Additionally, intensified winds—limiting opportunities for fishing trips—have led to a reduction in fishing time. Encouragingly, the data also showed a decline in unsustainable fishing practices, signaling a positive shift in how fishers manage their resources.

Thanks to these sessions for sharing information, fishers are now better informed about catch trends and can adjust their strategies to improve resource management. These efforts help strengthen community knowledge, promote transparency, and support the transition toward more sustainable fisheries and ecosystem management. This knowledge contributes to a management system that not only depends on community engagement but also helps conserve the rich biodiversity these ecosystems support. According to Jérémy Ndriamanja of WWF Madagascar: *“The transparency of information on fishing encourages the empowerment of local stakeholders, thereby promoting better governance of fishery resources.”*



PROGRESS AMIDST SETBACKS: IOTC ADOPTS MEASURES BUT FAILS TO ADDRESS YELLOWFIN TUNA OVERFISHING

The Indian Ocean Tuna Commission, at its 28th annual session in May 2024, in Bangkok, Thailand, failed to adopt the critical measures needed to safeguard Indian Ocean yellowfin tuna. Despite scientific advice, IOTC's Contracting Parties and Cooperating Non-Contracting Parties (CPCs) decided against the catch reductions needed, deferring the decision to the next annual session in 2025, when new stock assessment data will be available.

Umair Shahid, WWF's Indian Ocean Tuna Manager, stated: *"It is deeply disappointing that IOTC has failed to curb overfishing. The scientific committee has reported that yellowfin tuna's spawning stock biomass has halved over the last 15 years. This alarming decline highlights the commission's inability to develop effective solutions, pushing required reduction targets ever higher, indicating that yesterday's lower limit is today's upper limit"*.

Although several proposals, including the yellowfin tuna stocks rebuilding plan, area closure and sharks conservation and management measures were deferred or withdrawn, WWF believes these issues will be revisited next year, given the expressed commitment of key proponents. This session of the IOTC demonstrates that positive actions and decisions are possible, despite the failure to reach an agreement on yellowfin tuna, whose future remains in a perilous state.

It is now clear that for yellowfin tuna, and other species, decisive measures are required to protect these critical marine resources. WWF remains steadfast in its commitment to lead these efforts, and will ramp-up its push for urgent and effective management strategies at every opportunity, to prevent irreversible damage to our oceans and marine life.

OBJECTIVES

→ By 2025, 50% reduction in abusive, illegal and unsustainable fishing practices in the priority landscapes

• Level of abusive fishing practices (MIRADI)

Situation 2021:

- MHF and Diana: Medium
- MTB: High

Situation 2024:

- MHF, Diana, MTB: Medium

→ By 2025, Madagascar's level of compliance with the IOTC Anti-IUU Guidelines is improved (compared to the 2021 baseline)

- 55% level of compliance in 2024 (compliance with 3 of the 6 criterias) compared to 33% in 2021 (compliance with 2 of the 6 criterias)



HEROES OF THE SEA: INPIRING TESTIMONIES FROM THE GUARDIANS OF MADAGASCAR'S MARINE RESOURCES

© Danny Ravelojaona / WWF-Madagascar

FOLIZENY TSITSOBO BRACK FORT: FROM STUDENT TO OCEAN PROTECTION LEADER

Folizeny Tsitsobo Brack Fort, 39, now heads the Soafiavy cooperative, a key player in the sustainable management of marine resources in Itampolo, Toliara. Born into a family of fishers, he grew up with a deep connection to the sea. However, it was during his English studies at the University of Toliara that his commitment took on a new dimension.

During his studies, Folizeny noticed a striking difference between the marine resources of Toliara and Itampolo: *“The fishers in Toliara spent much more time at sea, as fish had become scarce there - unlike back home, where resources were still abundant,”* he explains. This realization prompted him to take action to prevent his own region from following the same path of overexploitation. Back in Itampolo, he took the lead, joining the village’s Locally Managed Marine Area (LMMA) in 2007 before becoming a leader in reef and marine resource management. Aware of the risks posed by the growing influx of migrants exploiting local waters, he launched awareness campaigns among fishers, stressing the need to protect their resources to secure the community’s future.

He is a living example of how collective action strengthens unity in resource preservation. One of Folizeny’s most significant actions was mobilizing his community against foreign fishers who had come to exploit Itampolo’s marine resources. *“Together, we created a committee, alerted the authorities, and succeeded in getting these fishers to leave,”* he recalls. This victory not only protected the region’s reserves but also strengthened community cohesion.

Today, the Itampolo community is thriving. Families enjoy improved financial stability, and young people are increasingly involved in marine resource management, ensuring continuity in preserving maritime heritage. *“My greatest pride is to see the younger generation taking over, convinced of the importance of protecting our oceans,”* concludes Folizeny.



ZAINORO: A MODEL OF FEMALE LEADERSHIP FOR SUSTAINABLE MARINE RESOURCE MANAGEMENT


In the Ambilobe district of northern Madagascar, Zainoro embodies the power of female leadership in marine resource management. As President of the Ampangahia Cooperative of fishers and leader of the Ambohibory fisheries management initiative, she has demonstrated since 2006 that women have a central role to play in preserving the ocean and improving their community’s quality of life.

In an environment traditionally dominated by men, Zainoro has earned her place and the respect of her community. A fisherwoman and fish seller - but above all a charismatic leader - she represents a new generation of bold women transforming their surroundings. Under her leadership, the number of women involved in the cooperative has steadily grown: 32 members to date, including 12 women. Women now form the majority in the organization, defying stereotypes and proving that female voices can be central to sustainable management.

When Zainoro first began promoting sustainable fishing practices, she encountered significant resistance, particularly from the predominantly male fishers who were reluctant to change their traditional methods. Yet she never lost sight of her goal. Thanks to her perseverance and leadership, she not only succeeded in changing fishing practices but also inspired the women in her community to become more involved in cooperative activities. As a result, over time, the number of women participating in local initiatives such as Community Savings Groups (CSGs) has increased considerably. Today, 60% of CSG members are women. *“These CSGs have transformed our daily lives. We’ve gone from simple workers to managers of our own finances and projects. This has given us confidence in our abilities and strengthened our autonomy.”*

Zainoro’s leadership has empowered women to gain autonomy and play an active role in decision-making. She encourages communities to place women at the heart of governance and to work with local leaders toward a more inclusive and sustainable future. Her commitment inspires hope for a protected ocean and a thriving community.



A photograph of a woman with a joyful expression, wearing a light-colored, floral-patterned top and a necklace. She is standing behind a wooden workbench. On the workbench, there is a grey electronic device with a perforated front panel, a brown leather tool bag, and various tools including a screwdriver. To the right, a small electronic circuit board is mounted on a green and orange base. The background shows a rustic interior with wooden walls and a green cloth hanging on the left.

CLIMATE AND ENERGY



CAPACITY BUILDING AND EXPERIENCE SHARING AMONG SOLAR COMMITTEES IN THE DIANA REGION TO IMPROVE ELECTRICITY SERVICE QUALITY IN VILLAGES

In villages electrified by the “solar grandmothers” of the Barefoot College National Program, *solar committees* are established by local communities to manage the electricity service in their respective areas.

The main responsibilities of these committees are (1) to ensure that the community’s electricity needs are consistently met, and (2) guarantee the regular payment of expenses and allowances to the solar technicians. Solar committees are actively involved in the day-to-day operations and in the careful monitoring and management of the electricity service, while maintaining close collaboration with the solar technicians.

To ensure sustainable and efficient management of the electricity service in each beneficiary village, a two-day capacity-building workshop was held in October in the village of Marodoka, in the Nosy Be district. This event brought together solar committees from nine villages in the Diana region. During the workshop, participants had the opportunity to exchange ideas and enhance their knowledge and experience, particularly in the areas of financial management, organizational governance, user relations, and the long-term sustainability of the electricity service. Key outcomes from the workshop included:

- Improved project management skills
- A clearer understanding of roles and responsibilities
- Better collaboration with stakeholders
- Strengthened abilities to implement work plans using newly acquired management practices

WWF and Barefoot College Madagascar are working in partnership to promote the *Femmes Ingénieures Solaires* (FIS) — or *Women Solar Engineers* — initiative. This program aims to equip beneficiary households with solar photovoltaic systems for lighting, and to ensure long-term, sustainable access to electricity.



FOUR IMPROVED STOVE ENTREPRENEURS FROM THE MENABE REGION ENHANCE THEIR MANAGERIAL SKILLS AND COMMITMENT TO NATURE

In September 2024, four entrepreneurs from the Menabe region, specializing in the production of energy-efficient stoves, took part in an incubation workshop designed to strengthen their entrepreneurial and managerial skills.

The participants were first assessed to identify their training needs and were then selected based on their experience in selling energy-efficient stoves and the key roles they play within their communities.

Since 2008, WWF has been running a program to promote fuelwood energy-saving practices. Through this initiative, WWF supports local producers in large-scale production, sales, marketing, and the adoption of the Kamado model for improved stoves in rural areas. These improved stoves reduce charcoal consumption by 50% and are 50% less expensive than traditional cooking methods.

The training aims to expand the network of improved stove producers in the Manambolo-Tsiribihina landscape. Between July and December 2024, 2,600 improved stoves were produced in accordance with the technical recommendations of the Ministry of Energy and Hydrocarbons and the National Center for Industrial and Technological Research (CNRIT), which are aimed at enhancing the energy efficiency of stove models.

Ratsarahafadhy Joël, from the Mahabo district, an improved stove producer since 2022, shared: *“I started this business in 2022. Previously, I was making stoves that consumed a lot of energy. But thanks to WWF’s awareness campaigns, I decided to start producing improved stoves—not only to protect the environment but also as a source of income to support our livelihood. Over the past three years, many people in my village have bought these improved stoves. I learned a lot from this training. Now I know the right marketing strategies to adopt. Since 2022, I feel that my business has come a long way, and I’m confident it will continue to grow.”*



Laurent Noël, known as Baban’i Sela, from the Tsiribihina Delta, an improved stove producer since 2022, said: *“Before, we didn’t care much about protecting the environment and our natural resources. There used to be many species of fish and birds in our village, but they disappeared due to our negligence. That’s why I started this business—because I realized the connection between environmental protection and the use of improved stoves. I gained new knowledge from this training. We have to stay curious and keep finding new ways and strategies to evolve. I remain optimistic that my business will continue to grow and become more professional in the region.”*



COP29: BETWEEN PROGRESS AND PERSISTENT CHALLENGES FOR GLOBAL CLIMATE ACTION

After two weeks of intense negotiations, the 29th Conference of the Parties to the United Nations Framework Convention on Climate Change - UNFCCC COP29 - ended with a decisive agreement to: i) triple climate action financing for developing countries to \$300 billion per year by 2035, and ii) ensure the collaboration of all actors to increase financing for developing countries, from public and private sources, to \$1.3 trillion per year by 2035.

A climate financing agreement which, however, falls far short of meeting the needs of developing countries. For Africa, one of the regions most affected by climate impacts (extreme droughts, intense cyclones, deadly floods), *“without adequate financing, the continent's communities remain vulnerable to a growing climate crisis. This is a wake-up call. African nations and world leaders must demand significant commitments to bring about the transformative changes the world needs. Africa, which needs 2.8 trillion USD by 2030 for adaptation and mitigation efforts, risks being left behind without clear commitments and innovative financial mechanisms,”* reported WWF Africa. COP29's target of mobilizing 1.3 trillion dollars for developing countries by 2030 remains unclear, offering little guarantee that it will be achieved, calling on developed countries to exceed their current financial commitments and implement innovative solutions.

Nevertheless, COP29 reached agreements on carbon markets that will help countries to implement their climate actions more quickly and at lower cost, and to make faster progress towards halving global emissions over the decade. For Madagascar, it was marked by the launch of the G zero coalition, bringing together four countries committed to reducing greenhouse gas emissions and preserving biodiversity: Madagascar, Suriname, Bhutan and Panama. These so-called “carbon-negative” nations are distinguished by their ability to capture more carbon than they emit. This coalition is not just a declaration of intent, but an ambitious cooperative effort to share knowledge and strengthen action to protect forests, oceans and wildlife.

A series of parallel discussions focused on the perspectives for blue carbon, the exceptional capacity of marine and coastal ecosystems such as mangroves, seagrass and salt marshes to store approximately 10 times or more per cubic meter of carbon than terrestrial ecosystems. A major ally in the fight against climate change.



Conservation and restoration projects for “blue carbon ecosystems” will be supported by WWF Madagascar in the Nosy Hara marine protected area, in the Diana region, with funding from the Government of Canada, through Global Affairs Canada. According to Fenohery Rakotondrasoa, WWF Madagascar's Conservation Director: *“The challenges facing marine and coastal ecosystems require larger-scale, longer-term implementation, with more resources. We need to implement an integrated landscape approach that includes watersheds, uplands and coastal zones”*.

OBJECTIVES

→ By 2025, the ability of ecosystems and populations to adapt to climate change in priority landscapes and seascapes is strengthened

- **Number of villages using an Early Warning System (EWS)**
 - Diana: 0 (2021) – EWS implemented in 5 villages and operational on the Mitao Forecast after a joint follow-up by Aquatic Services and WWF (2024)
 - MTB: 0 (2021) – EWS implemented in 8 villages (2024)
- **% of households within communities surrounding protected areas having diversified sources of income**
 - NHL: 15% or 1,372 households in 2021 – 33% or 2,996 households in 2024 (2,665 households adopting agroecology, 331 households have diversified their sources of income)
 - MHF: 13% or 418 households adopting agriculture in 2021 – 22.5% or 715 households in 2024 (493 households adopting market gardening in the Amoron'i Onilahy region, 222 seaweed farming households in 12 villages)

GOVERNANCE



TOWARDS THE IMPLEMENTATION OF THE KUNMING-MONTREAL AGREEMENT IN MADAGASCAR THROUGH THE SECOND PHASE OF THE BIODEV2030 INITIATIVE

Based on science, the BIODEV2030 initiative has mobilized all stakeholders in the 16 pilot countries, including Madagascar—governments, the private sector, civil society organizations, and local communities—in close collaboration with the National Focal Point (NFP) of the Convention on Biological Diversity (CBD).

Three years later, the dialogue established within the multi-stakeholder platforms supported by BIODEV2030 has led to the identification of pathways to reverse biodiversity loss, as well as concrete proposals for voluntary commitments by stakeholders to transform productive practices in favor of biodiversity. Building on the results of Phase I and the momentum generated by the multi-stakeholder platforms, Phase II of BIODEV2030 aims to strengthen Madagascar's contribution to the implementation of the Kunming-Montreal Agreement. This will be achieved by promoting the adoption of production practices that reconcile biodiversity and development—specifically by focusing on the shrimp fishing sector—and by addressing 6 of the 23 global targets set for 2030. Mahatante Tsimanaoraty Paubert, Minister of Fisheries and Blue Economy, emphasized the importance of this initiative for shrimp fishing and called for mutual support: *“For Madagascar, the value of ocean assets is estimated at 18.6 billion dollars. Our country is rich, but our main challenge lies in how to sustainably manage these natural resources and their impact on communities. Regarding shrimp fishing in Madagascar, exports amounted to 91 billion Ariary in 2023, corresponding to around 2,800 tons of shrimp exported. However, shrimp fishing is currently facing challenges due to increased fishing effort. Hence the necessity and relevance of these multi-stakeholder dialogues and reflections.”*

At the national level, the logic behind this second phase of intervention is to support national public authorities in identifying Sectoral Public Policy Instruments (SPPIs) and defining reform pathways to encourage changes in practices. It also aims to co-develop nature-friendly projects at the territorial level. All of this contributes to aligning development with biodiversity goals, helping to realize the vision of the Convention on Biological Diversity: **a world living in harmony with nature.**



YOUTH COMMUNITY: A NEW GENERATION OF LEADERS

Today, more than ever, young people have the power to transform our world. They are bold, inspired, and bearers of a new vision to tackle the challenges of their generation. But to take action, they need the tools, the skills, and above all, the opportunity to become true agents of change. It is within this dynamic that WWF Madagascar has launched the second cohort of the **Youth Community** program, dedicated to young leaders committed to a sustainable future. After a successful first edition in Toliara, this new edition has expanded to the Analamanga and Atsimo Andrefana regions.

Out of 32 applicants from Analamanga and 28 from Atsimo Andrefana, 7 were selected from Analamanga and 8 from Atsimo



Andrefana. These young leaders stood out for their leadership skills, their understanding of environmental issues, and the originality of their projects. As a result, they were selected for intensive training sessions: one in **Antananarivo** in November, and another in **Toliara** in December.

The Youth Community program is part of the implementation of WWF Madagascar's youth engagement strategy. Supported by WWF Switzerland, its main goal is to equip young people with the means to live and act sustainably and to build and lead like-minded communities in their local areas. In the face of current challenges—such as biodiversity loss and climate change—the voice of young people in decision-making processes related to natural resource management must be acknowledged, valued, and heard.

HUMAN RIGHTS, GENDER AND ENVIRONMENTAL AND SOCIAL SAFEGUARDS

Our environmental and social safeguards system is designed to ensure that our conservation efforts do not have negative social and environmental impacts on the environment and people. We also ensure that it is a means of respecting and promoting human rights, particularly for vulnerable social groups, gender inclusion and equality, and good governance.

Our environmental and social safeguards framework is actually a set of standards, procedures, guides, mechanisms and compliance systems that govern our way of working, prevent and protect the environment and people from harm. In that sense, a periodic system of information, refreshing and capacity-building for staff and partners has been in place since 2019, to ensure its ownership and effective application by every staff member and partner. To date, the entire WWF conservation team, and more than 3,845 partner representatives from civil society organizations, community-based organizations (20% of whom are women), and NGO partners, have been informed and trained on human rights, gender inclusion, and environmental and social safeguards.

Through respect for human rights, gender inclusion and the application of environmental and social safeguard principles, we protect WWF's core values (Courage, Integrity, Respect, Collaboration). All this, while managing environmental and social risks in our work, to achieve better conservation results and improve the well-being of the communities we support.

CDB COP16: MADAGASCAR AND WWF: AN ALLIANCE TO ACHIEVE THE 30X30 TARGET AND SUSTAINABLY PROTECT BIODIVERSITY



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WWF and Madagascar have been working together for over 60 years to support the big island's exceptional biodiversity and establish responsible management of natural resources. This partnership, based on a shared vision of sustainability, has enabled the implementation of concrete conservation projects, particularly in Madagascar's protected areas, where sustainable resource management is essential to guarantee the well-being of local populations.

It was in this collaborative context that Max Andonirina Fontaine, Minister of the Environment and Sustainable Development, and Kirsten Schuijt, CEO of WWF International, met on October 29 at the Nature Pavilion of COP16 in Colombia. This meeting continues a long-standing relationship between WWF and the Madagascan authorities, aimed at further strengthening their joint actions to preserve Madagascar's biodiversity.

For Minister Max Andonirina Fontaine, « *conservation has come a long way in the last 30 years. To be effective, nature conservation must be sustainable and bring tangible benefits to local populations* ». The Minister also announced that Madagascar is currently working on updating the agreement concerning the management of protected areas. « *Moving forward in this direction is an opportunity for Madagascar and WWF to strengthen their cooperation. We need to work together to achieve the 30x30 target on a large scale,* » he added.

Kirsten Schuijt welcomed this shared vision and emphasized its alignment with WWF's priorities. « *Our mission is to put local people and nature at the heart of our actions,* » she said. « *This means working closely with local communities, because only sustainable conservation that directly involves those who live and work in protected areas can deliver concrete, lasting results.* »

Together, Madagascar and WWF reaffirm their commitment to the global « 30x30 » goal, aimed at protecting 30% of land and oceans by 2030.



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OBJECTIVES

→ By 2025, Enabling Frameworks Are in Place to Support Effective and Inclusive Natural Resource Management and Governance

- **MTB:** The fuelwood platform is now structured and operational through a regional decree. The FLR (Forest and Landscape Restoration) committee for the Menabe region is also structured and has developed an action plan.
- **NHL:**
 - A multi-stakeholder platform has been established to foster dialogue and coordinated action within the inter-regional PFGAP framework, bringing together five regions.
 - **COFIL (Steering Committee):** A committee has developed an annual action plan based on a shared understanding of the landscape's challenges. This plan incorporates best practices and highlights key issues in protected area management.
 - **Five-Year Vision:** The committee has defined a long-term vision that includes securing additional funding beyond WWF support, expanding NHL initiatives into marine areas, and assessing the economic impact of ecosystem services such as Integrated Water Resources Management (IWRM).
 - **Ecotourism Commitment:** In response to persistent governance, law enforcement, and migration challenges, the SAVA region has launched an ecotourism strategy.
- **Diana:** A mid-term evaluation of the 2020–2025 urban fuelwood supply plan (SDAUBE – *Schéma d'Approvisionnement Urbain en Bois Énergie*) for the Ambilobe area has been conducted. Corrective measures have been adopted by the PREB Diana fuelwood platform.

→ By 2025, multi-stakeholder forums will be operational to ensure inclusive decision-making in natural resource governance

- Number of platforms and multi-stakeholder spaces for cross-sectoral dialogue in priority landscapes to facilitate the appropriate integration of biodiversity/environment into key sectors (agriculture, fisheries, energy, extractive industries, etc.).
 - **MTB: 7:** Task force - Marine actors/ groups for the promotion of the Menabe PAP - NAP Tsimembo platform - CR-GIZC Menabe - CR-GIZC Melaky - Revitalized fuelwood platform - Regional committee for the restoration of Menabe landscapes and forests (awaiting signature of decree).
 - **Diana: 3** revitalized multi-stakeholder dialogue forums for 3 districts (Ambilobe, Ambanja, Nosy Be) - Mangrove platform of Diana for mangrove stakeholders under the leadership of the region and the Regional Directorate of Environment and Sustainable Development (DREDD).
 - **NHL: 4:** NHL COFIL – PFGAP SAVA – PFGAP SOFIA – Inter-regional PFGAP Interrégional
 - **MHF: 7:** « Plateforme Régionale sur l'Énergie Biomasse » (PREB) – « Comité de Gestion de l'Algoculture » (CGA) to facilitate collaboration between producers and private operators and other partners - CGP – CSO coalition (Pfr PROSCAA) - OSCIE AA - SLC in some communes – Food security platform



MARKET

FISH FARMING SUPPORTS COMMUNITY RESILIENCE IN AMORON'I ONILAHY

United under a federation of community organizations called **MIHAVAO**, the communities of **Amoron'i Onilahy** (on the banks of the Onilahy River) have managed a community-protected area—part of the **Onilahy Key Biodiversity Area (KBA)** and **Ramsar site**—for over ten years.

The communities of Amoron'i Onilahy are among the most dynamic in Madagascar when it comes to sustainable natural resource management. They maintain nurseries for reforesting both native forests and fruit trees, and actively patrol their territories—making Amoron'i Onilahy the region with **the lowest deforestation rate in Madagascar for four consecutive years (2019–2022)**. But their commitment to nature does not shield them from the harsh realities of life in Madagascar: **precarity, extreme poverty, and vulnerability to climate and socio-economic shocks**. So what solutions are available for local communities in the arid southwest, most of whom rely on subsistence farming?

Leveraging the Onilahy River and the subterranean water system of the **Mahafaly Karst Plateau**, the communities of Amoron'i Onilahy have begun training in **advanced fish farming and rice–fish farming techniques** as sustainable livelihood alternatives. Ten representatives from fish farming committees across three community-based organizations (COBAs) in Amoron'i Onilahy received training in Ankazobe, supported by the **Ministry of Fisheries and the Blue Economy** and **WWF**.

According to Mr. Tovondrainy, a fish farming leader in **Ambiky**, one of the villages along the Onilahy River: *“We can't rely on market gardening alone if we want to improve both forest conservation and our family livelihoods. We need to diversify. Everyone eats fish in Toliara — we'll be able to sell at a good price, and also feed our own families. There's still a lot of work to do, but I'm confident that fish farming can improve our lives.”*

Mr. Tovondrainy is acutely aware of the water management challenges involved in establishing successful fish farms in Amoron'i Onilahy. Alongside village fish farming committees, discussions are already underway around **identifying suitable water points, developing rice fields, securing the sites from theft**, and setting up internal governance mechanisms. *“The reforestation efforts we've carried out along riverbanks and watersheds in recent years will help retain water and reduce silting,”* he explains. *“But we must keep protecting our forests. Fish farming can help reduce forest exploitation, but it's not a catchall solution. We must continue diversifying our livelihoods, raising awareness, and patrolling our forests,”* he concludes.



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SMOKED FISH PROVIDES SUSTAINABLE INCOME FOR WOMEN IN ANKEVO-SUR-MER

In the village of **Ankevo-sur-Mer**, south of Morondava, local women have specialized in smoking fish and sell their products under the name *Vehivavy mitambatra mitsinjo ny ho avy* (which translates to “United women who ensure the future”).

Selling smoked fish has given these **32 women** the opportunity to support their families. Since launching their business in **2022**, they have experienced tangible benefits.



“Before, we used to raise bream, but that wasn’t enough to meet our needs. And during difficult times, we had no fallback. That’s when we decided to join forces to form this association and improve our living conditions. Now, thanks to the association, we can borrow money from the common fund for our personal needs,” shared **Hafianomena Helinie**, a member of the association.

The association has established a **cash fund** for purchasing raw fish and necessary ingredients. The women manage the entire production process themselves: they **scale, clean, and season** the freshly purchased fish from local fishermen, then smoke them using a machine fueled by coconut shells. Smoking takes **about one to one and a half hours**, after which the fish are covered with a thin cloth for storage. Monthly production ranges between **50 and 60 kg**, depending on weather conditions. When the weather is unfavorable for fishing, the supply of raw fish decreases, reducing the volume of smoked fish.

To sell their products, the women travel to **Morondava**, where all travel and meal expenses are covered by the association. A local family provides accommodation. A portion of the profits is reinvested into the association’s savings, while the rest is distributed among the members—with the seller receiving a slightly larger share than the others.

Thanks to the *“Pêche Côtière Durable (PCD)”* project, funded by the **German bank KfW** in collaboration with **Madagascar National Parks** and **WWF**, these women have been trained in fish-smoking techniques since 2022 and provided with smoking equipment.

THE SOAFIAVY COOPERATIVE IN ITAMPOLO: A SUSTAINABLE ECONOMIC MODEL FOR FISHING COMMUNITIES

Since its establishment in **2017**, the **Soafiavy fishing cooperative** in **Itampolo**, southern Madagascar, has become a key actor in the **sustainable management of marine resources**—while also creating economic opportunities for its **82 members**. Specializing in **ice production**, the cooperative has diversified its activities through a **community savings system**, producing **200 kg of ice per week** using its **four freezers**. With support from **WWF Madagascar**, including the installation of **solar panels and freezers**, the cooperative has improved fish preservation and significantly **reduced post-capture losses**. *“Thanks to ice production, fish merchants can now better preserve and sell their products while maintaining stable prices of between 3,000 Ar and 5,000 Ar per kilo. Before we had freezers, seafood products were either quickly processed or left unsold and spoiled. Now, thanks to ice production, post-capture losses have decreased because we finally have an effective preservation system,”* explains the president, **Folizeny Tsitsobo**. The project also benefits from **technical support and training in cooperative management and equipment maintenance**, enhancing the community’s resilience.

Several key factors underpin the cooperative’s success:

- **Ice production** is vital for maintaining the cold chain, enabling fish to reach distant markets at competitive prices.
- **Inclusive governance**, with strong participation from community leaders, ensures effective communication and member mobilization.
- A robust **community savings system** has allowed the cooperative to renovate its equipment and ensure long-term sustainability.

“Thanks to our savings, we were able to purchase a new battery, a solar panel, and two 350-liter freezers on our own,” adds **Brack Fort**.



OBJECTIVES

→ By 2025, at least 50% of households in local communities supported by WWF will become key players in sustainable value chains

• Number of households involved in value chains

- Diana: 601 households (91 for raffia + 109 for fish farming + 80 raw material collectors + 195 for beekeeping + 40 for ecotourism + 86 for Nosy Hara fishermen).
- NHL: 480 deforestation free vanilla-producing households (with Symrise) + 28 ginger producers + 726 coffee producers + 1,506 vanilla producers (green and/or prepared) with other private sectors (Ramanandraibe or RAMEX, local collectors).
- MHF: 222 households for seaweed farming.
- MTB: 2,076 households including 381 new households for small-scale fishing + 450 for ecotourism + 51 for beekeeping + 596 for seaweed farming + 4 producers of certified improved stoves. Through the ESSF project, 594 new households were supported, including 171 households for handicrafts, 56 for goat farming, 41 for smoked fish, 250 migrant households supported in sustainable fishing practices, 63 households for duck and chicken farming, 13 households for fish packaging.

→ By 2025, fuelwood/alternative value chains are more sustainable in priority landscapes

• Number of initiatives for sustainable and/or alternative fuelwood value chains underway in landscapes

- Diana: 2 (feasibility study on alternatives to charcoal, conducted by Fidev - Collaboration with PLAE on fuelwood planting for the 2024-2025 reforestation campaign).
- NHL: The fuelwood action plan for the SAVA region has been developed.
- MHF: 2 (improved stoves and legal fuelwood value chain).
- MTB: 2 (fuelwood plantation and production of improved stoves) - Collaboration underway with Morondava communes to promote the adoption of green fences/living hedges.

→ By 2025, blue/green initiatives increase in priority landscapes

• Number of initiatives created per year

- MHF: 6 (seaweed farming, octopus and fishing, fuelwood, market gardening, agroforestry, cooperatives).
- NHL: 2 (zero deforestation certification - development of a proposal on nature-based solutions in the Northern Highlands).
- Diana: 4 (Beekeeping - Fish farming - Ecotourism - Raffia crafts - Fish processing under development).
- MTB: 5 (Beekeeping - Ecotourism - Seaweed - Small-scale fishing - Fuelwood).



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SUSTAINABLE FINANCE





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GREEN FINANCE: AN ESSENTIAL PILLAR FOR A SUSTAINABLE FUTURE

Climate change and biodiversity loss pose a growing threat to **financial stability** and the **global economy**. Our livelihoods and markets depend on the goods and services that nature provides—such as food, raw materials, pollination, water purification, and climate regulation. Yet, trillions of dollars are still invested annually in activities that damage both people and the planet. To safeguard our **natural capital**, we must urgently reshape our economies. This means developing **business models and investment portfolios that work with nature rather than against it**. That's why WWF is actively engaged in promoting **green finance**.

WWF defines green finance as the **critical link between financial systems and ecosystems**. A prosperous, resilient economy that benefits people and communities relies on a **healthy, thriving planet**. The **financial sector** is one of the most powerful levers we have to drive the shift towards a fair, carbon-neutral, and **nature-positive economy**. WWF's green finance strategy is built on two key pillars: **Greening Finance and Financing Green**.

GREENING FINANCE: TRANSFORMING FINANCIAL SYSTEMS

Through the **Greening Finance Initiative (GFRI)**, WWF conducts scientific research and collaborates with governments, regulators, central banks, financial institutions, investors, and insurers. The goal is to integrate **Environmental, Social, and Governance (ESG)** risks and opportunities into core financial decision-making - including investment strategies, risk management, and monetary policy.

This approach goes far beyond financial returns. "Greening finance" is a **strategic and political tool** that guides capital flows toward projects with **low environmental impact and high sustainability value**. It aligns financial objectives with the **Sustainable Development Goals (SDGs)**, helping to maximize positive environmental outcomes while ensuring **long-term economic resilience**.

FINANCING GREEN: INVESTING IN SUSTAINABLE SOLUTIONS

At the same time, "**financing green**" focuses on actively channeling funds toward initiatives that **restore ecosystems, cut emissions, and support sustainable livelihoods**. This includes: **Green bonds, Low-carbon loans, Socially responsible investment (SRI) funds and Nature-based solutions**. New standards and regulations are being introduced to encourage these responsible investments and highlight the vast **opportunities in the green economy**. From infrastructure to agriculture, sustainable finance is opening pathways to more inclusive and environmentally sound development.

Green Finance and Greening Finance are powerful tools for addressing global environmental challenges while promoting **inclusive economic growth**. For countries like **Madagascar**, they offer an extraordinary opportunity to reshape the development model—one that respects natural ecosystems, supports resilient communities, and builds a sustainable economy for future generations.



IMPACT BUSINESSES: COMBINING SOCIAL, ENVIRONMENTAL, AND FINANCIAL PROFITABILITY

In June 2024, the Carlton Hotel in Antananarivo became a vibrant hub of exchange between the private and public sectors, young entrepreneurs, economic operators, government representatives, and the general public, all gathered to explore a powerful concept: impact businesses.

Held under the theme “Impact Businesses: Combining Social, Environmental, and Financial Profitability”, the conference—co-organized by BNI Madagascar and WWF—provided a platform to showcase and discuss socio-environmental impact entrepreneurship and green finance in Madagascar.

According to Hahitantsoa Tokinirina Razafimahefa from the Ministry of Environment and Sustainable Development, impact businesses play a pivotal role in shaping a sustainable future: *“Sustainable businesses offer significant opportunities for innovation, economic growth, and long-term value creation. But they also have the responsibility to raise consumer awareness and educate the market. As sustainable development depends on balancing profitability with social and environmental imperatives, initiatives like this deserve to be supported and scaled nationwide.”*

SHOWCASING EMERGING MALAGASY IMPACT ENTREPRENEURS

Four Malagasy enterprises—Moli Company, Honey of Madagascar, STCV, and Vohitra Environnement - winners of the BNI Lovainjafy program, presented their unique business models. These models differ from traditional approaches by embedding social equity and environmental responsibility into their core operations, without compromising financial viability.

The challenge lies in striking a delicate balance: ensuring profitability while maintaining meaningful social and environmental impact. While financial gains remain essential, the true added value of these businesses lies in their socio-environmental contributions.

What sets these young entrepreneurs apart is their passion for nature and their commitment to inclusive growth. Their businesses are both:

- Green: addressing climate and biodiversity concerns
- Inclusive: involving local communities as key actors in their value chains.

This integrated approach ensures long-term sustainability and relevance, but how do impact entrepreneurs get started and scale? According to Barijaona Ramaholimihaso from BNI Madagascar: *“Green finance isn’t just a global concept—it’s something we must apply locally. Our initiative is still in its early stages, but we’ve already managed to engage other private sector actors. We hope this will pave the way for broader impact in Madagascar.”*

New opportunities are indeed emerging, thanks to the rise of green and sustainable finance, which supports businesses aligned with environmental and social goals. Collaboration and Ecosystem Building: representatives from BNI Madagascar, WWF, and the Ministry of Environment and Sustainable Development offered insights into the challenges and opportunities of financing impact projects in Madagascar. Together with entrepreneurs, they form a dynamic and adaptive ecosystem where each actor has a vital role:

- Catalyst – Driving innovation
- Facilitator – Bridging gaps between sectors
- Capacity builder – Strengthening entrepreneurial skills and systems.

Their shared financial commitments align with global climate and biodiversity goals, to which Madagascar has pledged—but still has considerable ground to cover.

9TH EDITION OF THE CSR & SUSTAINABLE DEVELOPMENT INITIATIVES FAIR: STRENGTHENING PRIVATE SECTOR COMMITMENT TO THE KUNMING-MONTREAL BIODIVERSITY FRAMEWORK

The triple planetary crisis—climate change, biodiversity loss, and pollution—has compelled businesses worldwide to rethink their strategies and adopt practices that contribute to social and environmental well-being. In Madagascar, this shift was brought into focus during the 9th edition of the Corporate Social Responsibility (CSR) and Sustainable Development Initiatives (SDI) Fair, which highlighted the vital role of the private sector in implementing the Kunming-Montreal Global Biodiversity Framework. The Minister of Environment and Sustainable Development, Max Andonirina Fontaine, emphasized the transformative potential of CSR: “CSR is already a reality for many companies. When integrated strategically, it enhances both competitiveness and environmental and social impact.”

Over the years, CSR has evolved from isolated philanthropic actions into a core element of corporate strategy - now encompassing sustainable natural resource management, social governance, and human development. Increasingly, companies in Madagascar are recognizing that aligning with sustainable practices not only contributes to global goals but also offers competitive advantages in the market. Held over two days, July 11–12, the fair served as a dynamic platform for:

- Exchange of ideas
- Dissemination of knowledge
- Awareness-raising around the Kunming-Montreal Biodiversity Framework and its six private sector-related targets.

Stakeholders from ministries, financial institutions, businesses, and NGOs—most notably WWF—came together to spotlight sustainable initiatives and explore how the private sector can be a key driver in biodiversity conservation. The event also illustrated the growing awareness among companies of the risks and opportunities related to environmental challenges, and the need for proactive business models that support a nature-positive economy.

Through the Dutch Fund for Climate and Development (DFCD), WWF Madagascar plays an instrumental role in helping companies invest in projects that generate both environmental and social impact. This includes access to financial tools and technical assistance to support sustainable innovation, improve risk management, and foster long-term value creation. Ulrichia Rabefitiavana, from Innoveo (the event organizer), emphasized the importance of guiding and empowering businesses in their CSR journeys: “We must support companies in transitioning to more sustainable models. CSR is no longer optional - it’s a critical component of business resilience and responsibility.”

As Madagascar advances toward meeting global biodiversity and climate commitments, the private sector must take on an increasingly active and accountable role. Events like the CSR & SDI Fair help galvanize this momentum, encouraging companies to:

- Integrate biodiversity into business strategy
- Explore sustainable finance mechanisms
- Collaborate with public and civil society actors

Together, these efforts contribute to the broader transition to a green, inclusive, and resilient economy—where profitability, people, and the planet can thrive in harmony.

OBJECTIVES

→ By 2025, financial flows for conservation and the blue/green economy will increase

- Annual amount of financial flows to conservation (public and private, including FAPBM)
 - Private contributions: 22,552,346 Ariary (Vanille campaign 2023)
 - Contributions of communes: 800,000 Ariary for 02 CBO in the commune of Doany





OPERATIONS

TEAMBUILDING 2024

On September 2, 3 and 4, 2024, the panda family gathered at the Ilo Hotel Andakana for its annual teambuilding event. Three days of escape and relaxation for the entire staff, currently numbering over 190 employees and consultants. A privileged moment to mark cohesion, unity, solidarity and collaboration, all in a relaxed atmosphere, far from the daily imperatives.

The achievement of our mission relies not only on the expertise of our teams, but also on the values and behaviors we share. Each year, teambuilding gives us the opportunity to explore how these values are reflected in our work, both internally and with our partners and the communities we support. And above all, to nurture the team spirit and sense of belonging of every staff member to the panda family.

The various fun activities created a playground atmosphere, with everyone playing their part, creating more open, fluid and friendly communication between all staff members, some of whom hardly ever work together, others of whom have never even met. It was also an opportunity to pay tribute to those who, for over a decade, have embodied WWF's fundamental values and served the cause of nature.

The commitment of our staff is our greatest strength and what makes us different. Together possible!



THEY VISITED US

WWF INTERNATIONAL DIRECTOR GENERAL VISITED MADAGASCAR

In April, Kirsten Schuijt visited Madagascar for eleven days. During her stay, she met with communities, the Minister for the Environment and Sustainable Development, the Minister for Fisheries and the Blue Economy, WWF partners and staff. From the endemic spiny forests to the Mahafaly coastline, she was able to meet the community organizations that manage the forests and marine areas of southwest Madagascar. It was an opportunity to exchange ideas, to see the efforts made and the challenges faced by the communities on the front line of natural resource conservation.



“Madagascar is distinguished by its unique nature and people. I was particularly touched by the warm welcome and kindness of the people. My recent stay allowed me to discover an inspiring approach to inclusive conservation led by WWF Madagascar. I learned a lot from their work in the field, and I’m convinced that their approach can serve as a model for other conservation initiatives. I am committed to sharing and promoting WWF Madagascar’s achievements in all areas, both inside and outside the organization.” - Kirsten Schuijt, Director General of WWF International



© WWF-Madagascar

THE CEO OF WWF SWEDEN, GUSTAF LIND, VISITED THE MANAMBOLO-TSIRIBIHINA LANDSCAPE

From September 15 to 23, 2024, Gustaf Lind, CEO of WWF Sweden, embarked on an inspiring journey through the Manambolo Tsiribihina land and seascape, a complex mosaic of dry forests, mangroves, lakes and coral reefs. During his visit, he met with local and community associations. Their determination and their innovative solutions offer hope for both people and nature. Among them: the “Ampela Vonona” women’s association - the Tsiribihina delta fishermen’s cooperative - the mangrove management communities, community ecotourism, the Kivalo solar grannies and beekeeping - the “Soaravy” reforestation association.

Gustaf Lind also met with representatives of civil society organizations. As part of the “Leading the Change” program, they discussed the challenges and successes of nature and community advocacy, and their vision of the future for Madagascar.



THE SENIOR VICE PRESIDENT OF OCEANS AT WWF US TRAVELLED IN THE DIANA SEASCAPE

In early October 2024, Johan Bergen as set off to discover the Diana seascape, part of the northern Mozambique Channel, the world’s second-largest hotspot in terms of coral biodiversity, after the Coral Triangle in Southeast Asia. The trip explored the mangroves of Ambaro Bay and the coral reefs of the Nosy Hara karst archipelago, and provided an opportunity to meet local communities. He visited and exchanged with fish-farming and fish-processing cooperatives, raffia collection and processing cooperatives, community organizations and associations involved in mangrove management and ecotourism, and members of the LMMAs and VSLAs.

NBS OP LEADERSHIP TEAM VISITED THE NORTHERN HIGHLANDS AND DIANA

The NBS OP or “Nature-Based Solutions Origination Platform” is being set up by WWF to create a new model for scaling, aligning and mobilizing public and private investment in Nature-Based Solutions. It represents an important lever for large-scale impact on people, climate and nature in priority tropical forest landscapes, including the Northern Highlands and Diana in Madagascar. With the intervention in its scoping phase, the NBS OP lead team from WWF US and WWF Denmark made field visits to these two landscapes in July. The purpose of the visit was: to ensure a common understanding of the local context and issues, the milestones and expectations in the scoping mission, to discuss strategic issues with the teams, and in particular to advance discussions with the government around this initiative.



OUR SENIOR MANAGEMENT TEAM

COUNTRY DIRECTOR
Nanie
Ratsifandrihamanana



CONSERVATION MANAGER
Fenohery
Rakotondrasoa



SENIOR ADVISOR, RESULT-BASED MANAGEMENT
Valencia Ranarivelo



GRANTS MANAGER
Dannick
Randriamanantena



FINANCE & ADMINISTRATION MANAGER
Hilda
Andriamandimbarisoa



PTSU COORDINATOR
Voahirana
Randriambola



RESOURCE MOBILIZATION MANAGER
Miray Razanajatovo

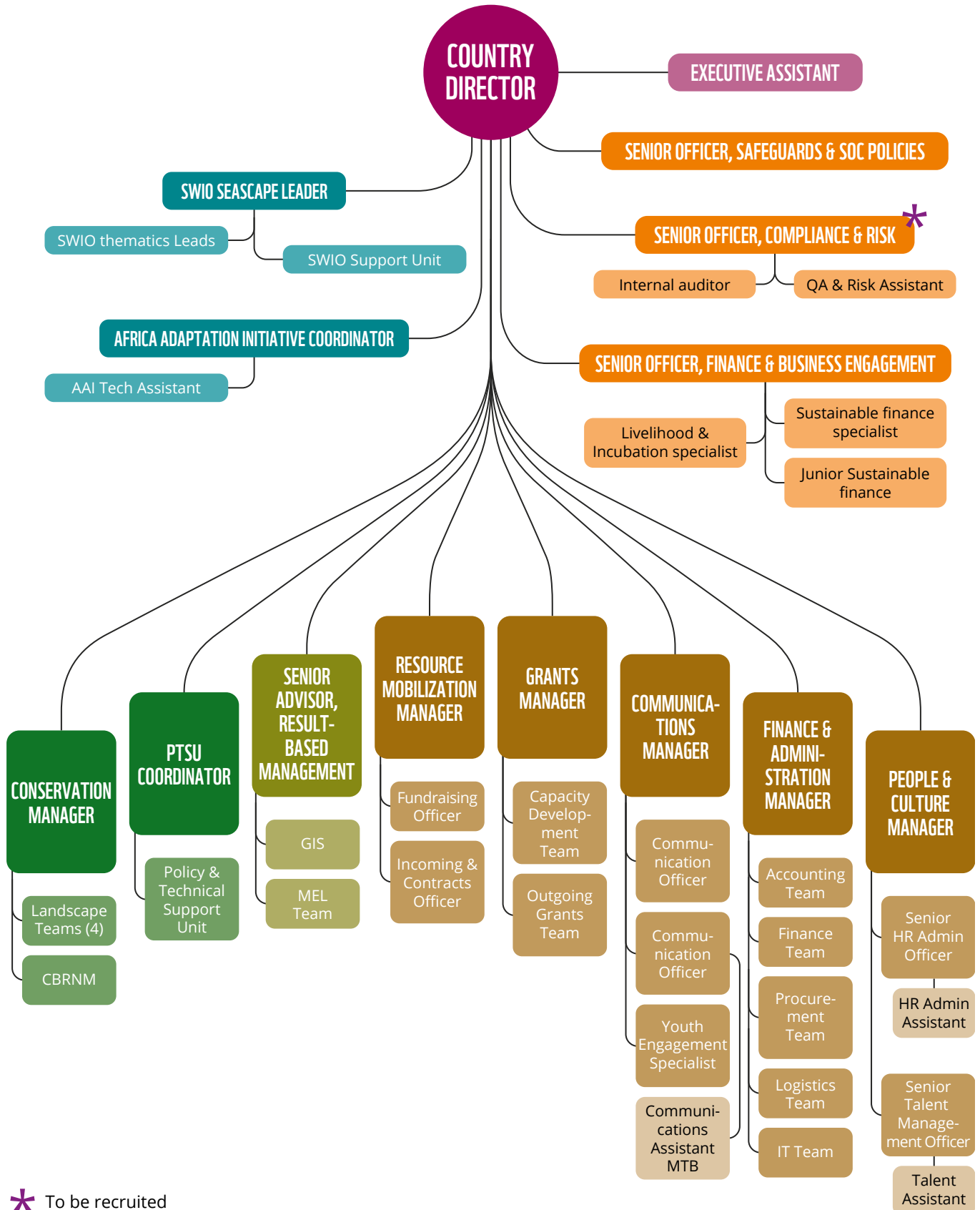


COMMUNICATIONS MANAGER
Tony
Rakotondramanana



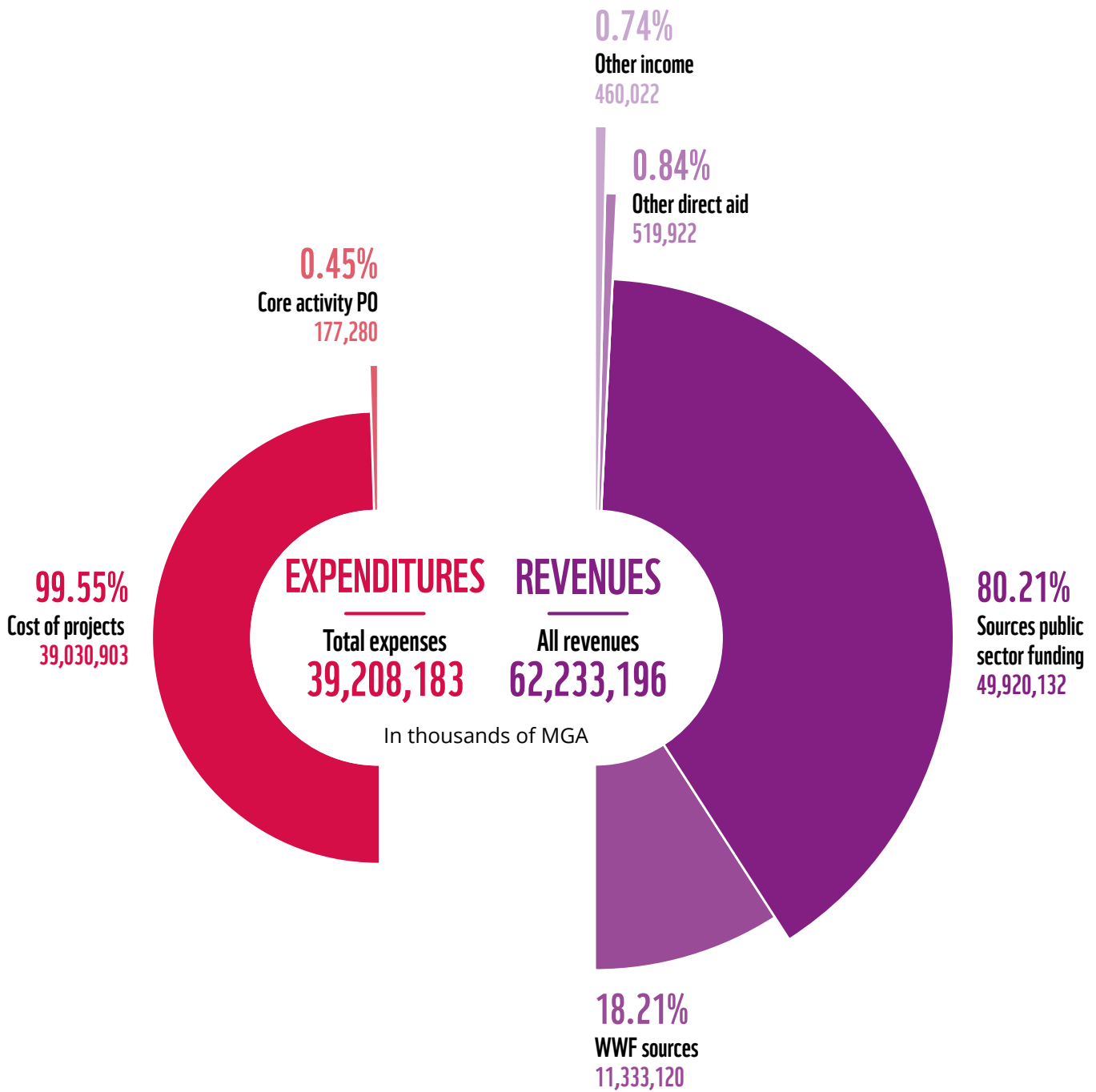
PEOPLE & CULTURE MANAGER
Stella Raonimanga

ORGANIZATIONAL CHART

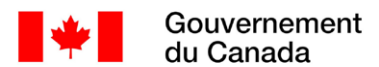


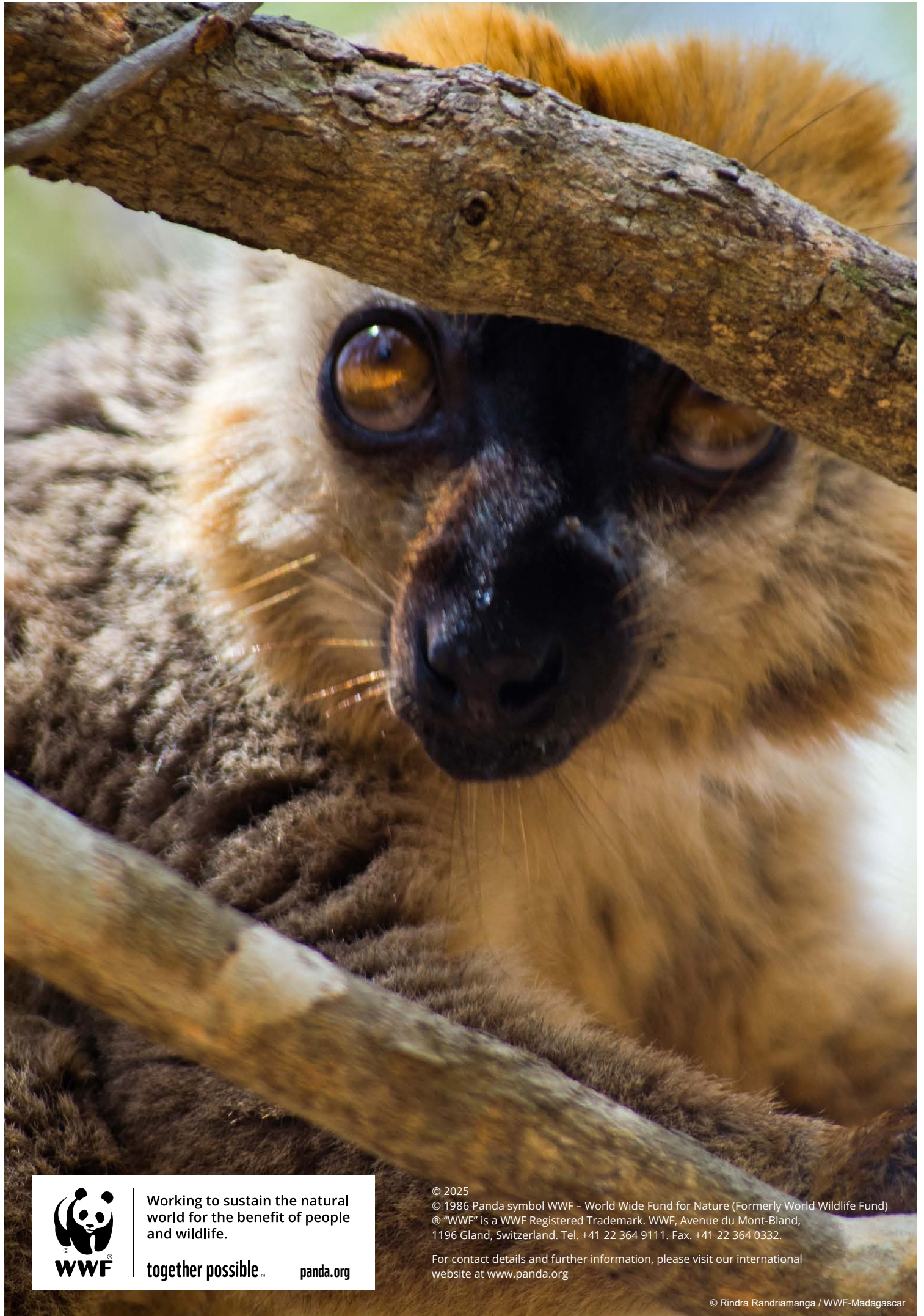
* To be recruited

FINANCIAL REPORT 2024



THEY TRUST US





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

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