



**HONEYGUIDE**

Saving big spaces for people and wildlife to live together  
for generations to come.



“Honeyguide has helped us to reflect on our governance and management, to navigate our way forwards in developing a more inclusive and equitable governance framework.”

-Hamisi Juma,  
Manager, Burunge WMA

## Who we are

Our name (Honeyguide) is inspired by a species of African bird, famous for leading people and wildlife to beehives in a display of interspecies teamwork with mutual benefit. We, at Honeyguide, are likewise committed to leading people towards a sustainable future in which humans and wildlife can benefit from each other’s existence for generations to come.

## Our Team

Honeyguide is a cost-efficient, results-driven organization built by young and innovative Tanzanians who are engaged with our community partners, passionate about sustainable conservation, and dedicated to Honeyguide’s vision.

<b>WE ARE</b>	
<b>YOUNG</b>	90% of our staff are under the age of 35yrs
<b>LOCAL</b>	60% are from local communities that we work with

## What we do

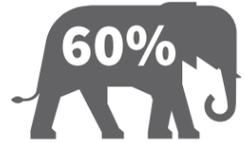
Honeyguide focuses on developing the effective **governance** and professional **management** of WMAs through 4 areas of input:

- **Training**
- **Coaching**
- **Capital investments**
- **Customized tools**

Through our work, we aim to provide communities with the resources, knowledge, and systems to manage the protection of wildlife, reduce human-wildlife conflict, and run awareness programs themselves.

<b>MANAGEMENT ASSESSMENT &amp; TOOLS INDEX</b>		
<b>ma&amp;t</b>	<b>30+</b>	Management tools along with a Management Assessment Tool
<b>GOVERNANCE CAPACITY BUILDING FRAMEWORK</b>		
<b>06</b> Modules	<b>15</b> Sub Modules	<b>11</b> Tech training Modules

## The Problem



Wildlife spend 60% of their time outside national parks, on community land.



To mitigate conflicts caused by this reality, the Tanzanian government established a framework called **Wildlife Management Areas (WMAs)** to afford communities tangible benefits from protecting their natural resources.



Today, WMAs lack the **sustainable financing, public & political support, and long-term commitment** necessary to enable lasting change. Honeyguide is trying to change that.

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There are 21 fully registered WMAs in Tanzania and very few are financially sustainable, socially valued, and ecologically sound.

## Sustainable Financing

One of the biggest challenges facing Wildlife Management Areas in Tanzania today is a lack of sustainable financing. Acquisition of such financing depends on public & political support, along with committed investors who share the vision of developing sustainable, community-led WMAs.

Honeyguide helps WMAs to become successful and independent. This success attracts private investors, which in turn provides the sustainable funding necessary for their continued work and protection.

Nature-based enterprises, such as tourism and carbon investors, provide long-term financing which leads to robust, community-centered conservation models.

SINCE 2015			
<b>Randilen</b>	<b>2</b> additional tourism investors	<b>↑45%</b> Revenue Increase	<b>Makame</b>
			<b>2</b> longterm tourism contracts
			<b>Carbon Tanzania</b> 30YR CONTRACT

**“We believe that business, when conducted fairly, must play a prominent, positive role in conservation. We invest in local communities and strive to provide opportunities locally.”**

- Olkeri Camp, Entara Lodges;  
Randilen WMA

## Public & Political Support

WMAs are lacking in widespread support, due to historical mismanagement and ineffective governance. Without strong support, WMAs cannot grow to positively impact their local communities, wildlife, and resources.

Increased support from Tanzanian policymakers, media, conservation leaders, and the private sector increases overall support for community-based approaches to conservation - including WMAs.

**“We thank Honeyguide for providing productive training to the leadership that oversees the WMA... training is important and education is endless”**

- Keiya Lendukushi  
(ECONOMIST KITETO & WMA Board chairman)

IMPACT	
<b>92%</b>	92% of Randilen village members felt that their community is included in WMA governance <sup>1</sup>
<b>37k</b>	Creation of four awareness films for increasing WMA support and understanding, which have been shown to 37,000 individuals across 51 sub-villages
<b>980%</b>	Makame WMA revenues increased by 980% from \$24,000 in 2017 to \$260,000 in 2021

1. Raycraft, J. (2022). Community Attitudes Towards Randilen Wildlife Management Area. In C. e. Kiffner, Tarangire: Human-Wildlife Coexistence in a Fragmented Ecosystem (pp. 109-122). Springer Nature Switzerland AG

## Honeyguide's Commitment

Involvement of outside organizations in the work of WMAs has historically been short lived. There is a need for organizations which are committed to the vision and impact of WMAs, as their presence can be instrumental in generating essential public support and long-term investors .

Outside organizations can play an important role in developing WMA independence, however this assistance must be followed by their appropriate, timely removal to allow WMAs to function sustainably, independent from outside support.

Honeyguide has an *exit strategy* for every community partner we engage with. We aim for WMAs to become fully owned, governed, and managed by local communities; once this is achieved, it is time for us to move on to the next community partner.

RANDILEN WMA CASE STUDY		
<b>Economic</b>	<b>Social</b>	<b>Wildlife</b>
From <b>\$60,000</b> /Year To <b>\$90,000</b> /Year	<b>93.5%</b> Social approval	<b>Higher Wildlife to Cattle Density</b>
Tourism Revenues have increased by 45% between 2015 and 2019	A study conducted in 2020 concluded that 93.5% of the community views Randilen WMA as a success <sup>1</sup>	Research conducted in 2018 concluded that Randilen WMA had significantly greater densities of wildlife, and significantly lower densities of cattle, relative to adjacent areas <sup>2</sup>

2. Lee DE, Bond ML (2018a) Quantifying the ecological success of a community-based wildlife conservation area in Tanzania. J Mammal 99:459-464



Scan QR Code for extensive knowledge of our work and connect with us.

We are committed to making community-led conservation work.

We see community-led conservation areas as social enterprises that provide for both people and wildlife.

[www.honeyguide.org](http://www.honeyguide.org)