



Fanamby

Embracing  
challenge



Madagascar is a biodiversity hotspot with 80% of its species found nowhere else. *Fanamby*, meaning “embracing challenge” in Malagasy, was created in 1997 to contribute to solutions to the rapid loss of biodiversity on the island. *Fanamby*’s mission is to collaborate with local communities to manage Category V protected areas (PAs) while connecting people living in and around these PAs to equitable markets. A leader in linking conservation and social enterprise, *Fanamby* supports communities in agroecology and ecotourism.

## OUR BACKGROUND

*Fanamby* started its journey in 1997 by managing forest blocks of 2,000 ha in Loky Manambato and the forest corridor of Anjozorobe Angavo. Today, we manage four category V PAs covering a total of 500,000+ ha: **Loky Manambato, Anjozorobe Angavo, Andrafiarena Andavakoera** and **Menabe Antimena**. *Fanamby* also manages the **Alley of Baobabs**, a category III PA adjacent to Menabe Antimena.

At the same time, *Fanamby* has catalyzed the creation of two social enterprises, *Sahanala* and *Tambatra*, which bring equitable business in agricultural production and ecotourism to over 50 community associations. *Sahanala* has now become a nationwide agri-business company while *Tambatra* focuses on vanilla production in **Fénériver Est** in strong collaboration with *Fanamby*.



**2020**

**Akiba Lodge** ecotourism, is a joint venture between *Fanamby*, *Sahanala* and local communities, and present in each PA *Fanamby* manages.







**2019**

Sahanala becomes a legally recognised company.

“**Best Wider World Tourism Project**” award for Black Lemur Camp (joint venture between Sahanala and Fanamby) in Andrafiarana Andavakoera.



**2014**

Fanamby is mandated to manage the **Allée des Baobabs**.

Fanamby launches **Feon’Akomba** - a local radio station in Loky Manambato to reach remote communities with awareness-raising campaigns.



**2017**

Development of **Tambatra**, a social enterprise for vanilla production in Fénérive Est aimed at diminishing pressure on the Pointe à Larée Category V PA which is managed by Missouri Botanical Gardens.

**2015**

All PAs managed by Fanamby are gazetted and obtain their **final PA status** from the government.

**2012**

A **marine area** is officially included as part of the landscapes of Loky Manambato PA.



# FANAMBY'S WORK AND IMPACT

## Conservation

In 2003, Fanamby began working on PA management and became manager (or 'promoter') of four Category V PAs covering 500,000+ ha across the country. Since then, we have implemented a suite of protected area management activities including:

Developing PA Management Plans ('Plan d'Aménagement de Gestion') and building a multi-stakeholder steering committee (COS) including a patrol and surveillance unit. The COS's role is to co-manage Category V PAs with Fanamby.

Establishing nurseries in each PA for reforestation campaigns with local communities, with a total of **1,032,022** saplings grown between 2019 and 2021.

Training community surveillance committees to collect data in the PA and track illicit activities such as logging, charcoal production, slash-and-burn and illegal mining.

Running regular reforestation campaigns with local communities, and between 2019 and 2021, planting a total of **965,016** trees from nursery saplings and cuttings, on **1,440 ha.**

Developing awareness-raising campaigns to encourage local communities and authorities to participate in PA management and adopt sustainable livelihoods.

Implementing annual firewalls and fire management systems.

Setting up **11** associations with **2,000** local firefighter volunteers managing fires on a daily basis (specifically in Menabe).



© Nicolas Cégalerba



## Social enterprise and development

Fanamby is Madagascar's first conservation NGO to put social entrepreneurship at the heart of its work. By creating Sahanala in 2010, income streams to communities living in and around PAs have increased, and Sahanala has since become a twenty-million-dollar enterprise. Following this success, Tambatra was also created to develop vanilla production adjacent to Pointé à Larée, a PA on the east coast of the island, managed by Missouri Botanical Gardens. Fanamby has also established local development projects in healthcare and education.

In partnership with Sahanala, Fanamby supports over

**50**

community associations involved in PA conservation, agricultural production and ecotourism.

The two organizations established an eco-lodge chain called Akiba Lodge in a joint venture, present in Loky Manambato, Andrafiarena Andavakoera, Anjozorobe Angavo, and Menabe Antimena, and employing people from local communities.

In partnership with Tambatra, Fanamby supports

**1,800+**

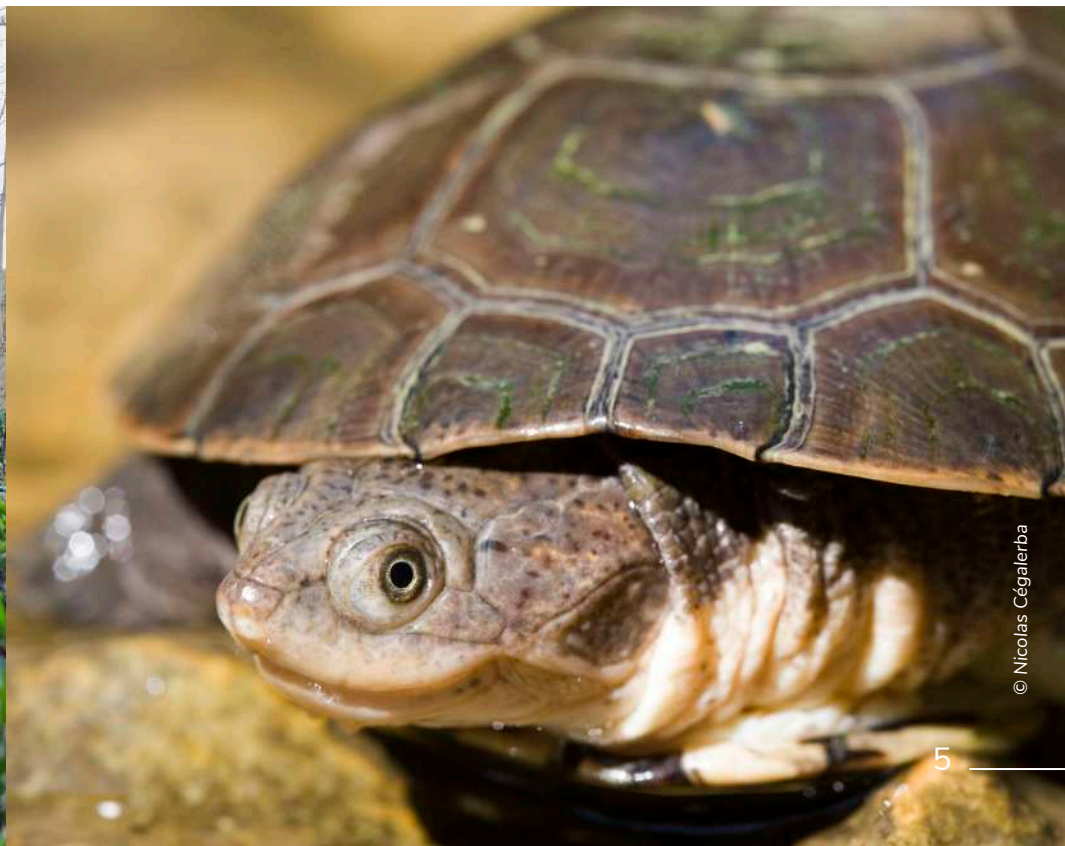
vanilla farmers in Fénériver Est to improve their income in an area not traditionally known for growing vanilla.

Vanilla theft has been reduced by

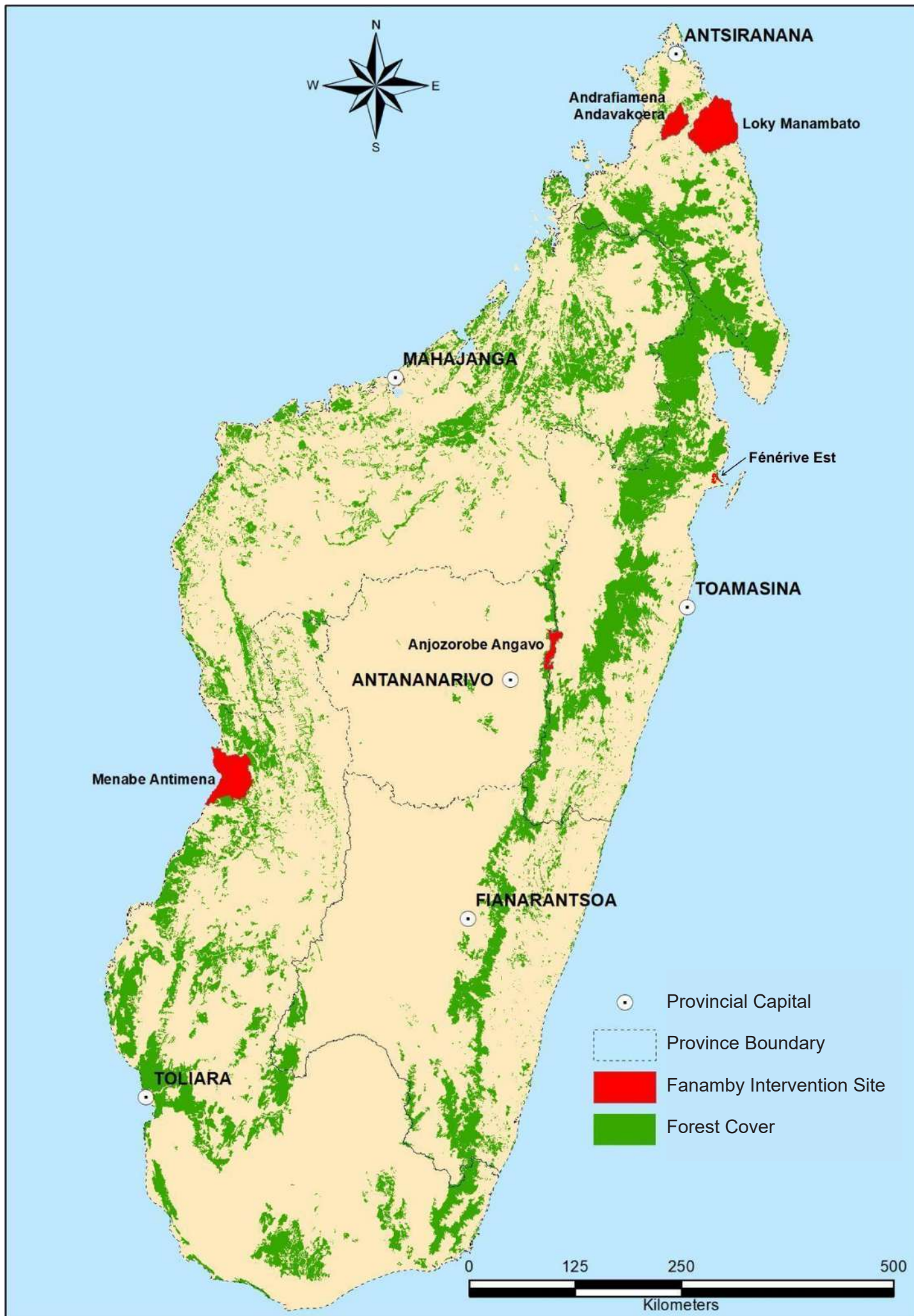
**98%.**



Tree nursery, Andrafiarena © Ymagoo

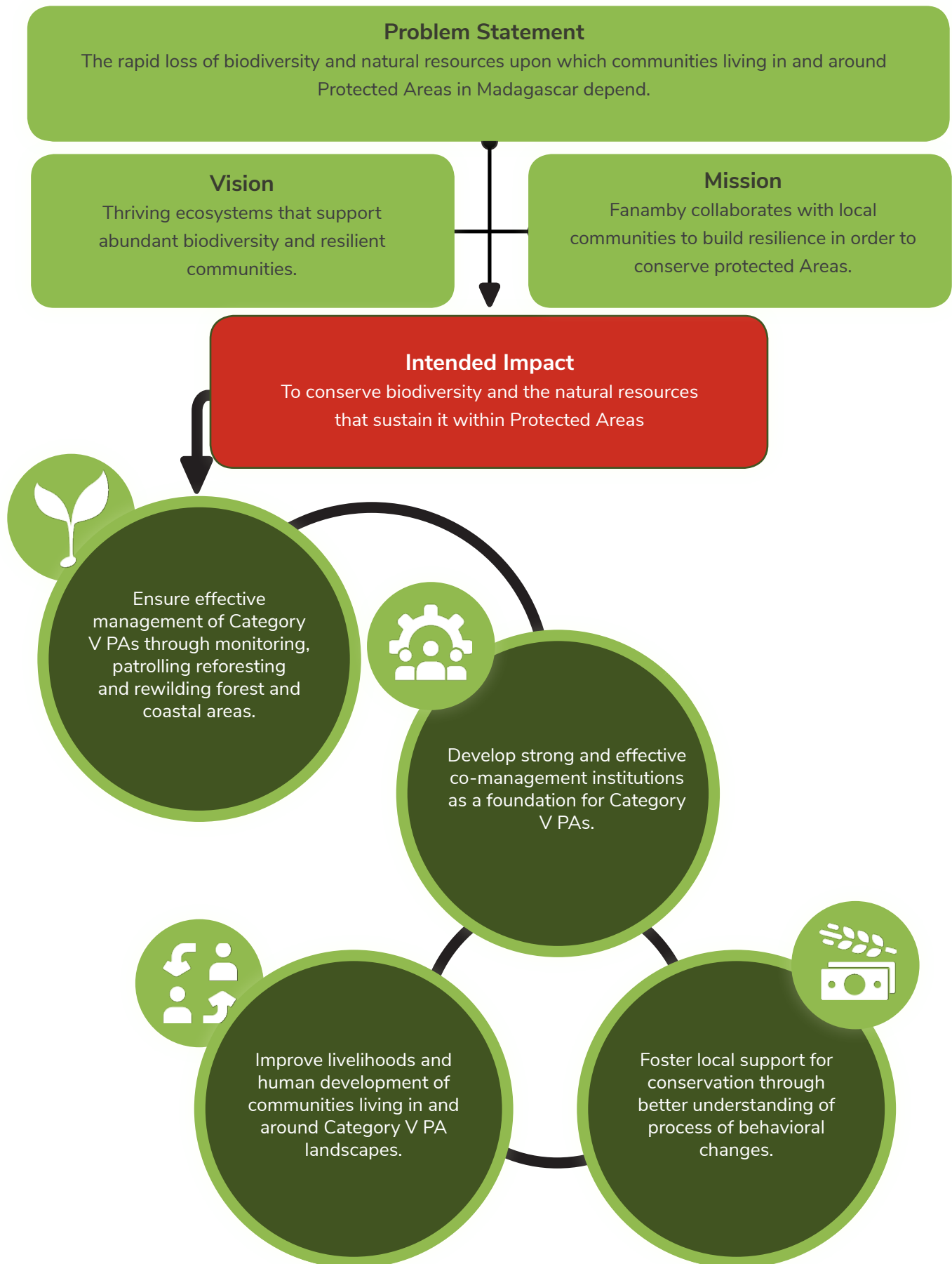


© Nicolas Cégalerba

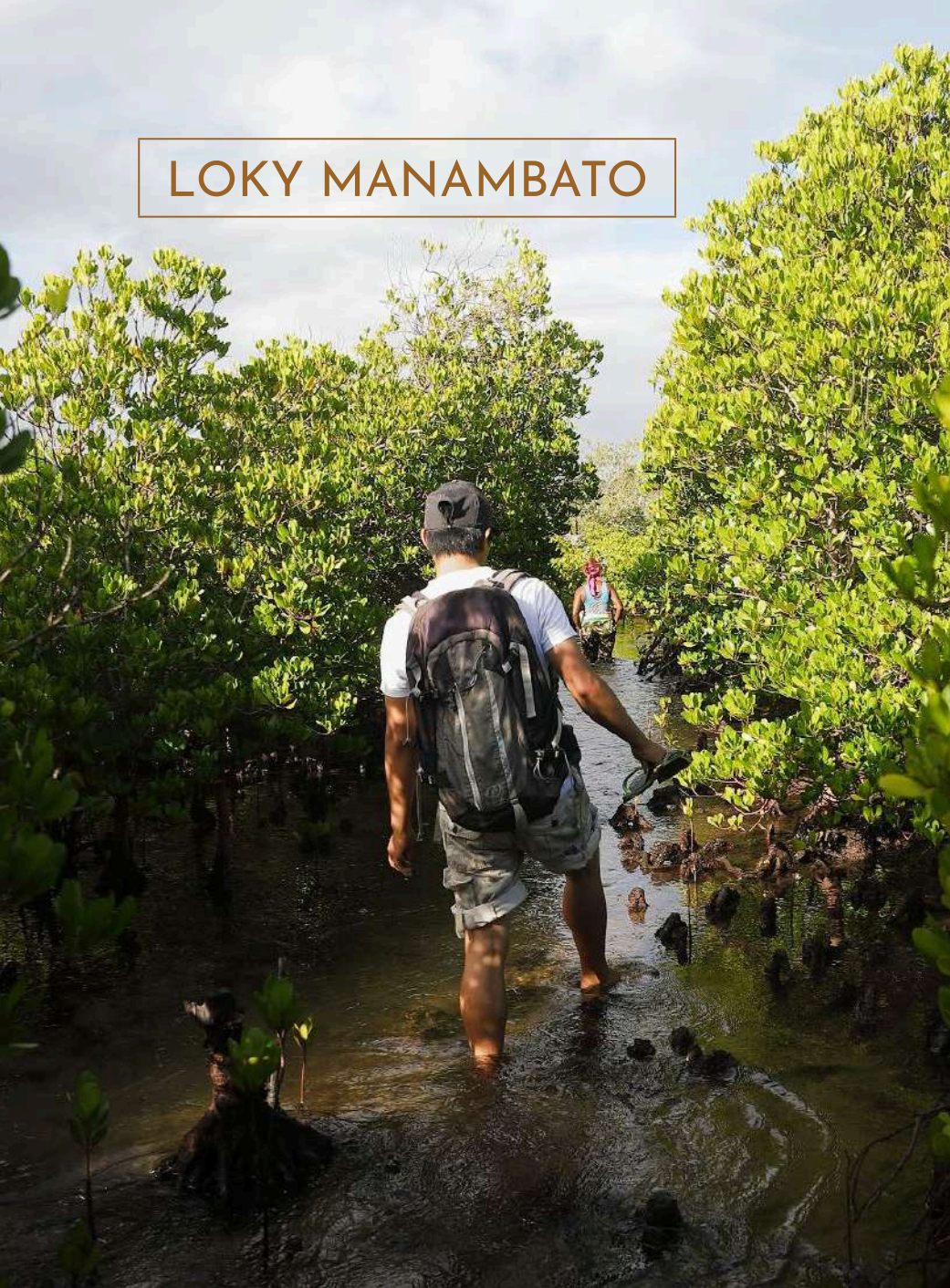




# FANAMBY THEORY OF CHANGE



# LOKY MANAMBATO



Loky Manambato is home to:

## FAUNA

**11**

lemur species

**127**

bird species

**75**

reptile species

**36**

amphibian species

**2**

marine turtle species

The area is also a nesting home for seven stern bird species. Three of those were only discovered in 2020

## FLORA

**1,773**

species

Located in the SAVA region, on the North East coast of Madagascar, the Loky Manambato area has been recognised as a biodiversity hotspot since 1969, and became one of the first RAMSAR sites in Madagascar due to its humid ecosystems. Fanamby began working in Loky Manambato in 1997, with its first management plan being developed in 2003 in partnership with local communities and local authorities. It was gazetted as a Protected Area (PA) in 2015, alongside Fanamby's other PAs. In 2012, a marine area was added to the PA's zoning.

The PA covers a total of 250,000 ha and has a population of 37,386 people.

- The PA is governed through a co-management system which includes Fanamby, local stakeholders and a patrol and surveillance unit with 119 representatives.
- Loky Manambato is made up of five forest blocks including a dry, humid and coastal forest, and aquatic ecosystems with lakes and an archipelago of eight isles off the coast.



Some of the conservation targets are the following endemic species:

The Golden-crowned lemur, an endemic lemur species from Loky Manambato	The aye-aye, present in other regions in Madagascar but is critically endangered
The fossa, the catlike carnivore endemic to Madagascar	The Madagascar crested ibis
The endemic Perrier's baobab of North Madagascar	

## Work and Impact in Loky Manambato

### Conservation

 <p><b>357,532</b> trees from nursery saplings and cuttings planted for terrestrial reforestation</p>	<p><b>234,008</b> propagules for mangrove restoration planted between 2019 and 2021</p>
---	---

The Locally Managed Marine Areas (LMMAs) in the coastal zones of Loky Manambato are involved in a multi-stakeholder Fisheries Improvement Project to improve the biomass and sustainability of the octopus fishery.

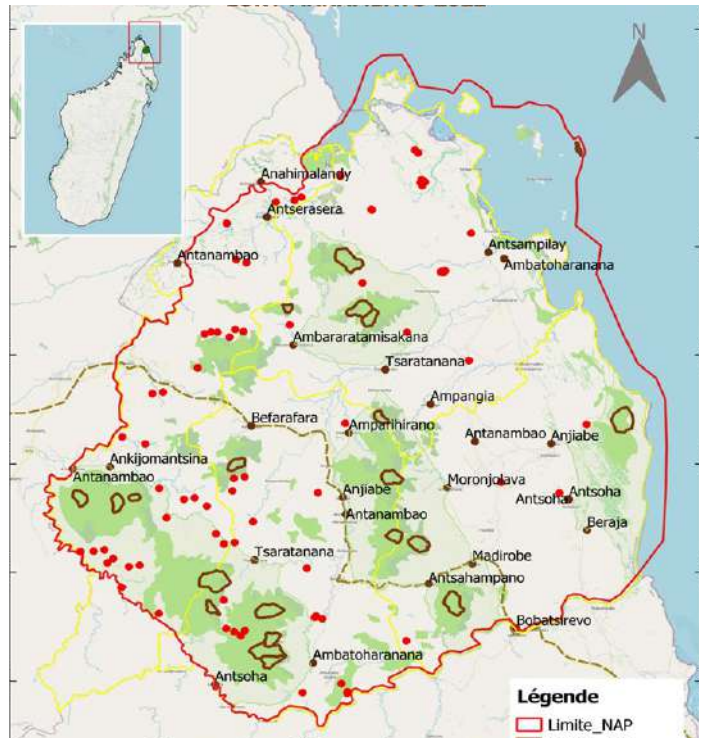
In 2014, a radio station called Feon'Akomba (meaning Lemurs' voice) was created, broadcasting environmental education messages, and is now part of the communities' day-to-day life.

### Social enterprise and Development

In the spirit of supporting the development of communities in and around the PA, Fanamby has built water supply systems, and donated equipment to local healthcare facilities.

Fanamby and Sahanala established an eco-lodge in Daraina, now labeled Akiba Lodge, part of the chain situated in Fanamby-managed Category V PAs.

Loky Manambato attracts 2,000 tourists per year, staying at Akiba Lodge Daraina or at Time and Tide, a high-end hotel located on a nearby island.



## Opportunities and Challenges

### Opportunities



- The introduction of conservation agreements with the private sector (especially on ethical vanilla sourcing and ecotourism) could help better consolidate the link between livelihood development and conservation.
- Regional authorities are currently supportive of the co-management structure and eager to see the economic development of local communities.

### Challenges



- Loky Manambato is under threat from destructive agriculture, especially through slash-and-burn and illegal logging. Illegal alluvial gold mining has been on standby since 2014, but it is a latent threat since it is the main source of income for the local population of Daraina.

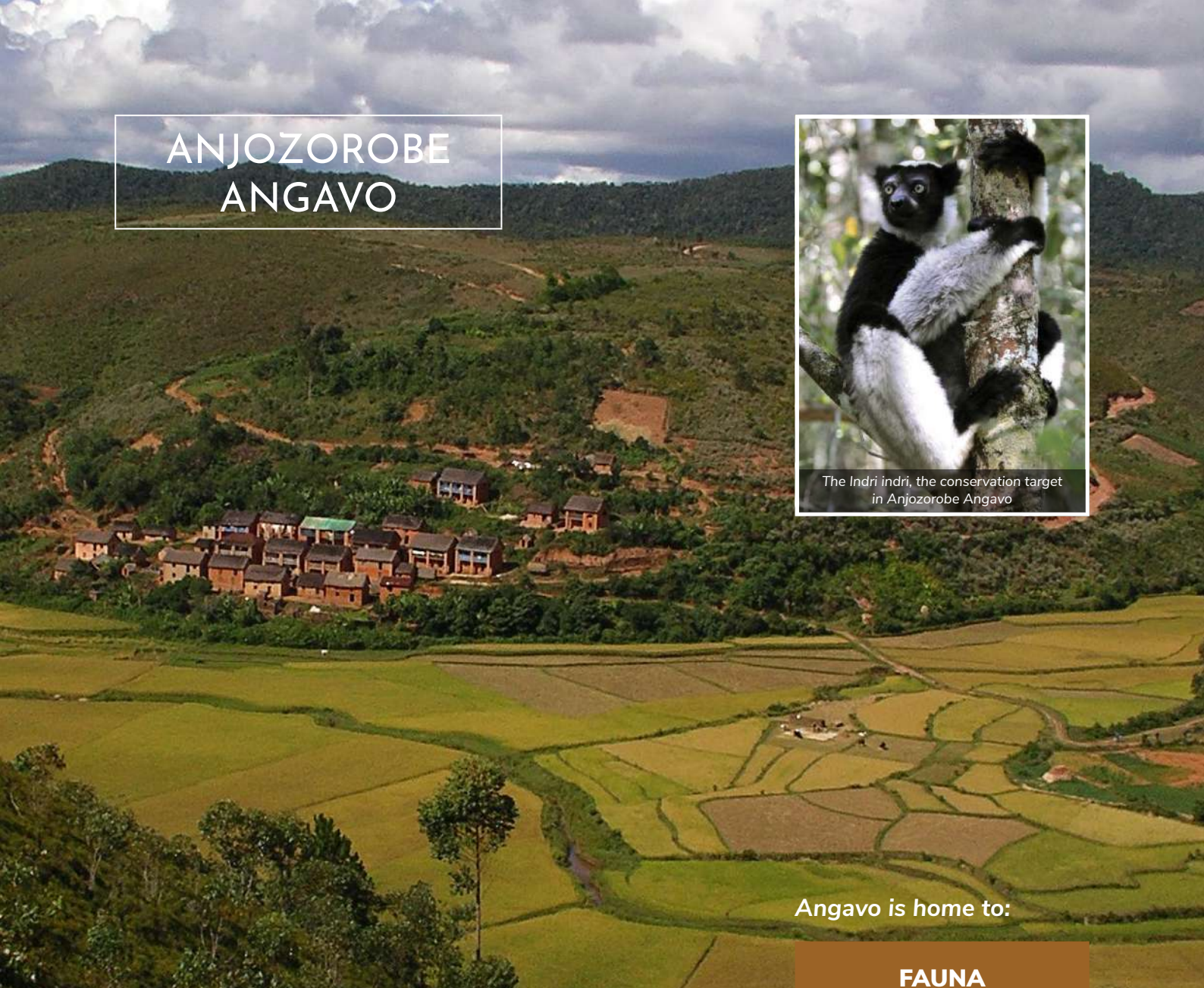




# ANJOZOROBE ANGAVO



The Indri indri, the conservation target in Anjozorobe Angavo



Angavo is home to:

## FAUNA

**9**

lemur species

**74**

bird species

**36**

reptile species

**34**

amphibian species

## FLORA

**558**

species

Created in 2004, Anjozorobe Angavo Protected Area (PA) lies in the highlands of Madagascar, 90 km northeast of Antananarivo. It straddles the Angavo cliff which constitutes the natural transitional environment between Madagascar's Center and East biogeographical units. This predominantly humid and high-altitude forest of 41,100 ha is one of the last forest vestiges of the central highlands.

Its core conservation area is unique and high in biodiversity. Critically, the site serves as a water reservoir for the surrounding region and ensures the viability of local flora and fauna. Anjozorobe Angavo is also where Fanamby launched the social enterprise Sahanala in 2010 to ensure the financial sustainability of the PA. Sahanala now has a presence in all Fanamby-managed PAs, creating equitable markets for local communities.

**Some of the conservation targets are the following:**

The Indri indri  
The Diademed sifaka

The gigantic Angraecum, a  
locally endemic orchid species



# Work and Impact in Anjozorobe Angavo

## Conservation



**78,850**  
trees from nursery saplings and cuttings planted for forest restoration between 2019 and 2021.

Four community patrollers associations permanently monitor resources in the corridor. Fanamby also established six community nurseries in collaboration with local communities, spread over the three zones.

## Development

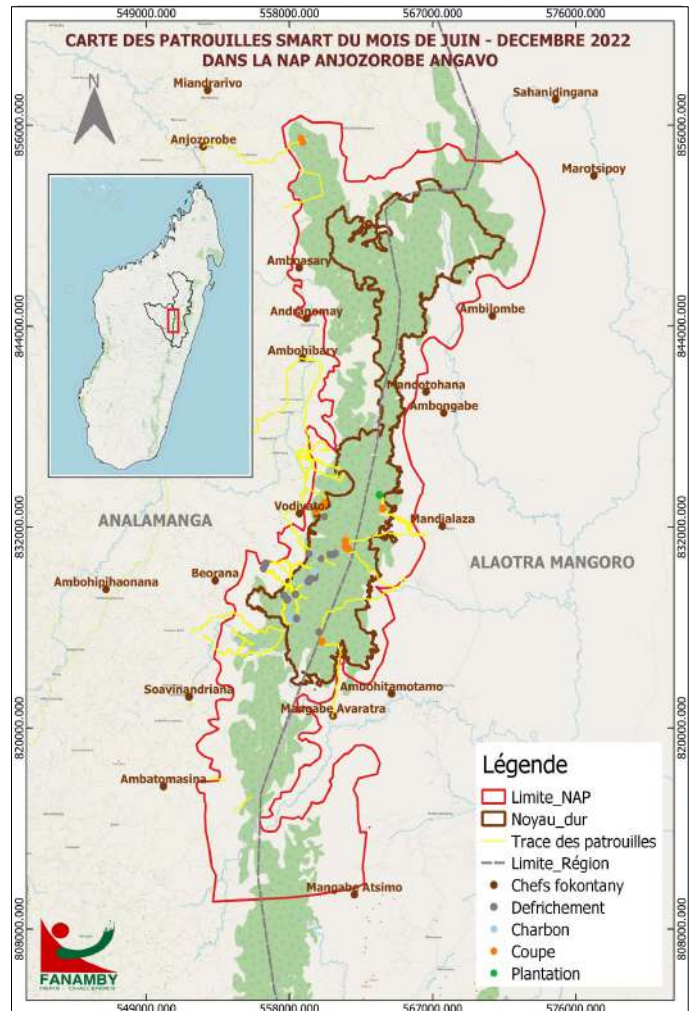
Thirteen local ginger farmers' associations have equitable access to markets in partnership with Sahanala, for essential oil production. Fanamby and Sahanala also established an eco-lodge now named Akiba Lodge in Anjozorobe, one of its chain in category V PAs managed by Fanamby.

Fanamby also provides services including:

- Repaving access road to the PA
- Health infrastructure and equipment
- Building water supply systems



Mrs. Valisoa in Antsahabe / Anjozorobe, a member of the «Tanora mikolo» ("Youth protecting nature") association seen next to their nursery. Their slogan is «Vonona hiaro ny Tontolo iainana Antsahabe Est» ("Ready to protect the environment in Antsahabe Est").



## Opportunities and Challenges

### Opportunities



- Anjozorobe Angavo is only 94 km from Antananarivo and easily accessible for foreign tourism, but also for city breaks for local people. Akiba Lodge Anjozorobe has conference facilities, making it a perfect location for work and leisure retreats.

### Challenges



- This last remaining native forest in the central Malagasy highlands is threatened by the capital's growing need for charcoal. Pressures were exacerbated during the COVID-19 pandemic during which enforced lockdowns opened the way for illegal logging and corruption. Deforestation urgently needs stopping with support for livelihoods for local communities a priority.
- Communities are growing invasive species on cleared land which can then be legally claimed as private property, thus changing the primary forest landscape.



# ANDRAFIAMENA ANDAVAKOERA



Andrafiamena  
Andavakoera is home to:

## FAUNA

**9**

lemur species

**49**

bird species

**28**

reptile species

**5**

amphibian species

## FLORA

**211**

species

Andrafiamena Andavakoera neighbors Loky Manambato, which is also managed by Fanamby. The two PAs are separated by the Loky River. Andrafiamena Andavakoera was created in 2008, gazetted in 2015. With a total of 73,319 ha, the area has 26,000 residents, and comprises both dry and semi-humid forests.

**The conservation targets at Andrafiamena are the following:**

The Black lemur

The Andrafiamena and  
Andavakoera forest blocks



# Work and Impact in Andrafiamena Andavakoera

## Conservation



**377,680**

trees from nursery saplings and cuttings planted for reforestation between 2019 and 2021.

**64%**

increase in critically endangered Perrier's sifaka population between 2012 and 2019.

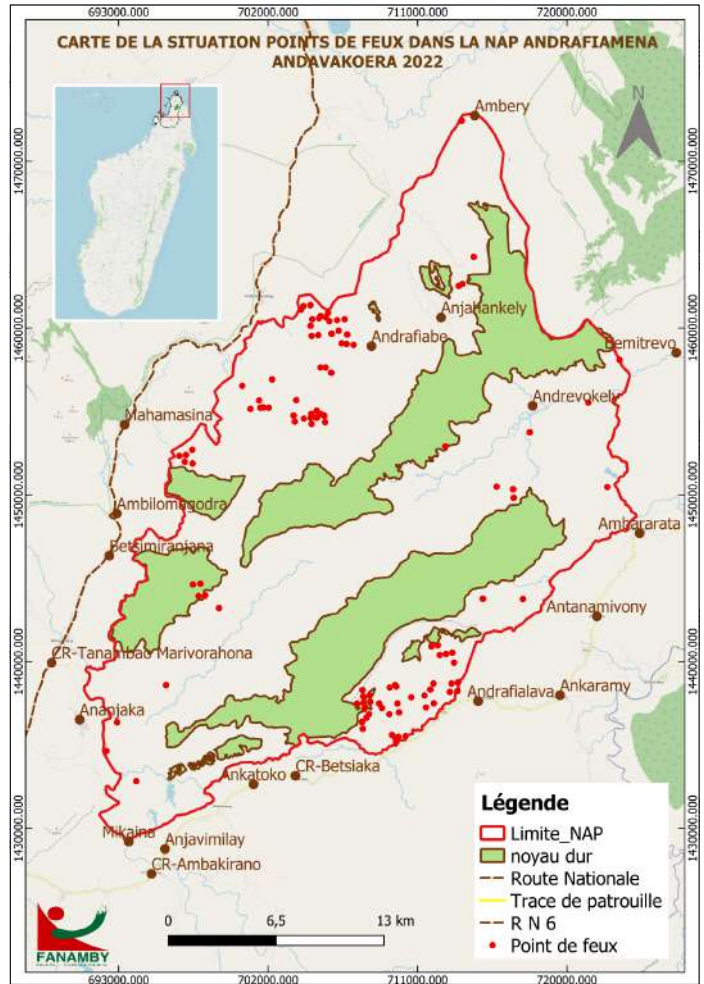
A net reduction of firepoints in the PA in 2019

OruxMap and Ushaidi systems are used to store, process, and share ecological and climate monitoring information. In 2019 ecological monitoring revealed the Golden-crowned lemur, an endemic species from Loky Manambato, in peaceful cohabitation with Perrier's sifaka. This phenomenon has never been seen before, and Fanamby is monitoring the situation to understand whether this is the result of rewilding.

## Social enterprise and development

Fanamby support local communities in alternative livelihood projects to reduce their dependence on natural resources within the PA:

- The development of cashew nut production has been particularly successful. Cashews from this area are classified as the highest grade of white whole cashews, according to the European W320 standard, bringing higher income to producers.
- The price of the sought-after Madame Rose rice rose by 40%.
- Fanamby and Sahanala established the Akiba eco-lodge in 2013. It was awarded "Best Wider World Tourism Project" by the British Guild of Travel Writers in 2019.



## Opportunities and Challenges

### Opportunities



Fanamby works in close collaboration with the Platform for Diana Protected Area Managers (PGAP Diana), an advocacy group in the Northwestern region, who work together to solve problems.

### Challenges



Illegal alluvial gold mining has spread to Andrafiamena Andavakoera's core conservation area, causing deforestation, and is difficult to control. A result is increasing water contamination, with skin problems becoming more common locally.



# MENABE ANTIMENA



Menabe Antimena Protected Area (PA) is located between Morondava and Belo-sur-Tsiribihina in the Menabe Region. Fanamby started working there in 2003, conducting a series of consultations with local communities and other stakeholders, before becoming the official manager in 2006. At 210,320 ha, this PA is the largest managed by Fanamby. It is composed of a unique and critically endangered dry forest that has been under unprecedented threat from slash-and-burn agriculture over the last five years. Menabe Antimena also has a coastal area featuring mangroves which is currently being managed by VOIs (community-led natural resource management areas).

## Conservation targets:

8

lemur species, especially the Berthe's microcebus that is endemic to the region

---

Bedo and Kimanaomby lakes Grandidier's baobab	Giant jumping rat Flat-tailed tortoise Narrow-striped mongoose Fossa
--	---

## Menabe Antimena is home to:

FAUNA

8

lemur species

128

bird species

47

reptile species

15

amphibian species

---

FLORA

205

species



# Work and Impact at Menabe Antimena

## Conservation



**240,460**  
trees from nursery saplings and cuttings planted for reforestation between 2019 and 2021.

Due to its critical deforestation rate from slash-and-burn agriculture and mass migration, Fanamby concentrates on reforestation and fire management. Fanamby works closely with local communities to bolster the management of VOIs, and monitors deforestation with the help of Durrell Conservation Trust and Global Forest Watch.

## Development

Community development to render communities more resilient is core to what Fanamby does in Menabe Antimena. Activities include:

- Bee-keeping
- Poultry farming
- Optimizing farming techniques
- Moringa processing in partnership with Moringa Wave
- Training in effective water management in this arid area

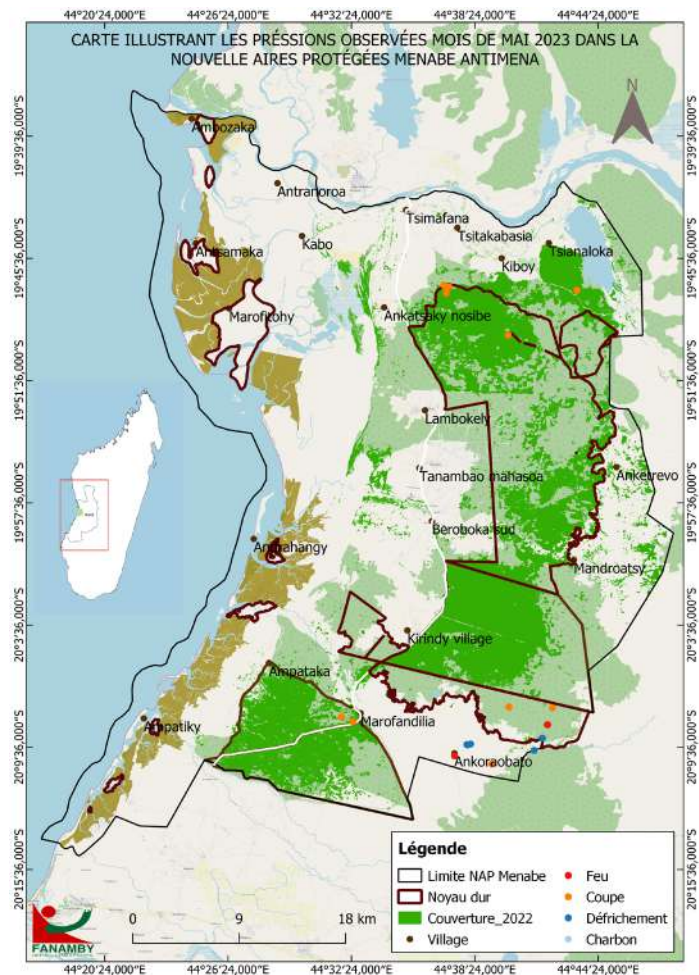
Fanamby and Sahanala also established an eco-lodge, in Marofandila village, part of the Akiba Lodge chain in Fanamby-managed Category V PAs.

## Opportunities and Challenges

### Opportunities



- The anticipated influx of funds presents an opportunity for Fanamby to develop a more aligned and coordinated approach with its partners.
- The partnership with Working on Fire strengthens Fanamby’s capacity to manage recurring fires.
- Akiba Lodge Marofandila is now operational.



### Challenges



- Menabe’s unique dry forest suffers from large-scale forest fires due to politically motivated land grabs, exacerbated by famine-struck migrants from southern Madagascar. The forest is threatened by destruction from maize cropping, and 40% of its vegetation was lost between 2009 and 2020 (Durrell Conservation Trust). Migrants have carried out slash-and-burn agriculture and settled in and around the PA, increasing pressure on its ecosystem. It is by far the biggest challenge Fanamby is facing.
- Many different stakeholders operate in the PA, including NGOs, funders and community groups and coordination is challenging in this climate of environmental urgency.



## BAOBAB AVENUE



The Baobab Avenue is a National Monument, also known as Category III Protected Area (PA), adjacent to Menabe Antimena. Managed by Fanamby since 2014, it was gazetted in 2015 with the other Fanamby-managed PAs. Fanamby built a tourist welcome center in 2018, in partnership with Sahanala, for communities to benefit from ecotourism. The site welcomes over 30,000 tourists - from all over the world - to visit these critically endangered Grandidier's baobabs which majestically line the alley, towering 30 meters over the landscape.

### Work and Impact at Alley of Baobabs

#### Conservation

**20,560**

saplings planted for reforestation between 2019 and 2021.

**70%**

survival rate from the most recent campaign.

Fanamby has created nurseries with local communities for reforestation, and built and trained associations to effectively manage water in the area. Twelve community groups called *Komity Miaro sy Manaramaso ny Faritra Arovana* (KMMFA) patrol the PA daily. The most recent reforestation campaign has achieved a



## Development

Fanamby was able to leverage opportunities for communities from tourism such as:

A welcome center for tourists coming to visit the Alley

10

art and craft kiosks around the Alley

## Opportunities and Challenges

### Opportunities

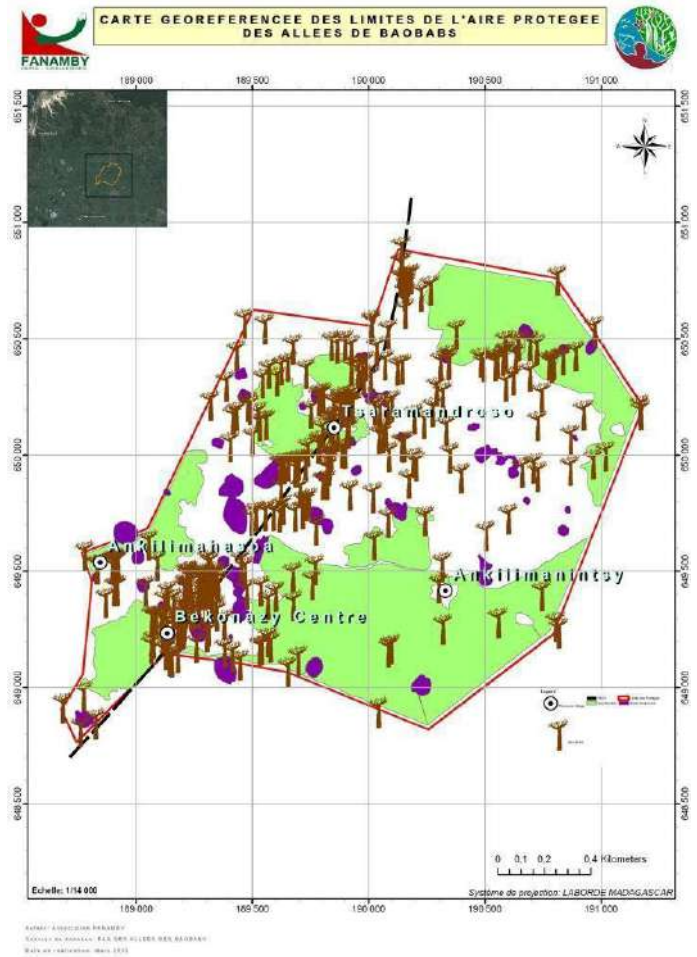


The Alley of Baobabs is a top destination for tourists in Madagascar, which local communities can benefit from, and is an incentive for them to participate actively in conservation.

### Challenges



This extraordinary and iconic place is facing the same threats and context as Menabe Antimena, due to slash-and-burn agriculture in the area.





## FENERIVE-EST



Located in the Analanjirofo Region in the East coast of Madagascar, Fenerive-Est is the only site where Fanamby's role is to provide support for local community livelihoods on the outskirts of a PA, Pointe à Larée, in partnership with Missouri Botanical Garden (MBG) that is managing it. Fanamby started working there in 2017 to replicate its social enterprise model for the benefit of local communities through the creation of Tambatra - a collective of associations for the production of vanilla.

In partnership with the National Union of Rural Family Homes (*Union Nationale des Maisons Familiales Rurales UNMFR*), a vanilla production training center was built in Manompana village. In addition to sharing vanilla production skills, the center provides professional training for the youth. By developing an equitable supply chain, Fanamby anticipates that local farmers will contribute to the conservation of Pointe à Larée.



## Work and Impact at Fénérive-Est

**22,000**

vanilla saplings  
grown in the nursery  
between 2019 and  
2021.

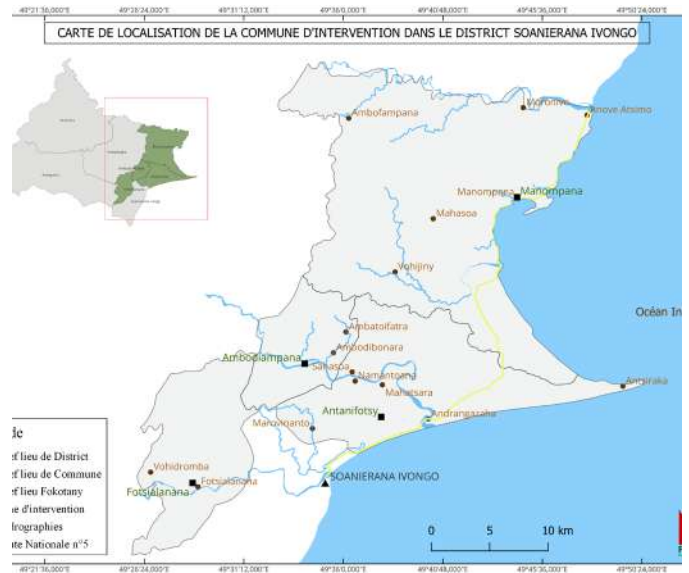
**20,379**

vanilla saplings  
planted between  
2019 and 2021.

Fanamby helps to structure vanilla farmers into associations so they have equal access to information and are able to follow production norms. They then organize patrolling committees, to better secure their farms. The associations are shareholders in Tambatra, providing them production deals on the international market, and allowing them equitable benefit-sharing. In return for marketing and training in international vanilla production, individual farmers sign an agreement not to exploit the PA. Fanamby helps track the plantations to avoid them spreading into the PA and to improve land management through responsible farming.

Thus, in partnership with law enforcers, vanilla production is more secure: theft reduced by 98%, encouraging productivity.

Despite being Fanamby's most recent work, Tambatra is now a successful enterprise with women playing a key role in contributing to community welfare and food security.



## Opportunities and challenges

### Opportunities



- To strengthen their joint impact, Fabamby and MBG could develop aligned monitoring and evaluation approaches that demonstrate linkages between livelihood improvements and conservation.

### Challenges



- Vanilla prices are controlled by the government, creating disadvantages for local producers.
- Corrupt influential actors want to enter into Tambatra.







**FANAMBY**  
DEFIS - CHALLENGES



fanamby@fanamby.org.mg



+261 20 78 636 61



Il K 39 Bis Ankadivato  
101 Antananarivo  
Madagascar