



2024 Narrative Report

The Lion's Share

The Lion's Share fund, initiated by the United Nations Development Programme (UNDP) in 2018, originated from the pressing need to respond to the nature crisis and involve the private sector as part of the solution. The Lion's Share invited advertisers to contribute a portion of their advertising spend to support conservation and animal welfare projects globally. This innovative approach aimed to compensate animals and habitats used in advertising campaigns, mirroring individual compensation practices.

The Lion's Share Fund in its original configuration and composition of partnerships concluded at the end of 2023. Of note, the Secretariat released final small grant payments in 2023 and Q1 of 2024 to conclude the Fund's in country activities.

Small Grants

In addition to its flagship programme in Indonesia which concluded in 2023, The Lion's Share supported several small grants. In 2020, The Lion's Share, jointly with the GEF-Small Grants Programme, issued a global call for proposal, titled "Resilience in Wildlife-Based Communities Small Grants", to support initiatives in communities dependent on wildlife-based tourism. The small grants supported non-profit organizations in developing countries to carry out innovative local-level action to increase resilience and well-being of communities against external shocks such as pandemic crises in wildlife rich areas.

In 2023, there was a targeted call for proposals to scale and support the alternative livelihoods introduced in the first round of the small grants. More broadly, the small grants also provide the opportunity to showcase replicable nature-based solutions that increase community resilience to external shocks while jointly protecting wildlife and nature.

Five projects were selected for funding ranging from US\$21,000 to US\$50,000. These projects collectively represent innovative approaches to conservation, community empowerment, and sustainable development, contributing to the preservation of biodiversity and the well-being of local people.

1. Bhutan

The purpose of the second grant to Bhutan Ecological Society (BES) was to address the critical issue of tiger poaching in Bhutan and its neighboring Indian regions, while simultaneously improving the livelihoods of local communities. This initiative extended the foundation laid by the initial Lion's Share grant, which focused on environmentally responsible ecotourism.

The project encompassed a range of activities strategically designed to enhance community resilience. This was accomplished by providing alternative livelihood opportunities while amplifying conservation awareness within the local community. To support the development of the ecotourism sector, the project supported the construction of camping grounds including leveling the campground site, building a kitchen with outdoor dining facility, and installing two-unit toilets at the campsite.



Figure 1- Construction of the camping site, photo courtesy of Bhutan Ecological Society



Figure 2 - Sampling Distribution in Bhutan, photo courtesy of Bhutan Ecological Society

To support landscape restoration, 7,200 saplings were planted in the Norbugang Dratshang and Tanzema villages. A unique element of this second grant was also the launch of innovative awareness programs, such as the "*Hunter to Hermit*," which serves to guide former poachers towards transitioning into alternative livelihoods like livestock rearing, community-based eco-tourism, and nature guiding.

For more information about the first grant, please see the blog "[Like Water for Tigers](#)".

2. Ecuador

The purpose of the second grant to Fundación Pachamama was to build on the work achieved during the first phase, further promoting women participation and leadership in managing small community enterprises in the 6 Achuar indigenous communities of the Lower Pastaza River Basin, Ecuador.

The second phase of the project further strengthened the local capacity for vanilla production in selected sites, including the vanilla nurseries located at the Kapawi School and at Kapawi Ecolodge, and with families in the communities of Kapawi, Suwa, and Kusutkau. Equipment has been purchased and delivered to help maintain and keep the vanilla plant nurseries. 2,509 vanilla plants (of the four main species which are all at risk of extinction) are being monitored. Monitoring of these crops has yielded positive results and approximately 70% of these are considered to be in good state. The use of fertilizers for these crops is at 20%, while biofertilizers and organics add to the remaining 80%.

Vanilla production workshops were also held with Kapawi community members. Fundación Pachamama has identified 81 direct beneficiaries within the vanilla value chain, 45 men and 36 women and belonging to 5 different indigenous nationalities. Women have been encouraged to manage the plants, including farming, processing of vanilla beans, and production of added value products (in coordination with Fundación Pachamama's Bioeconomy Program efforts).

This project has yielded conservation benefits, including reducing human pressure on forest resources, and ultimately has increased community resilience.

For more information about the first grant, please see the blog ["A New Vision"](#).

3. Mongolia

The purpose of the second grant to the Snow Leopard Conservation Foundation (SLCF) was to support conservation-linked livelihoods for herder communities in Mongolia's snow leopard landscapes. This project dually increases community resilience to external shocks and generates sustainable income for community conservation projects.



Figure 3 - Eco-tourism training in Mongolia, photo courtesy of Snow Leopard Conservation Foundation

The project successfully conducted eco-tourism training in 26 of 28 communities in Southern and Western Mongolia. Additionally, 12 dairy product trainings were successfully held in Gobi-Altai Khovd and Uvurkhangaigai provinces, teaching communities about the standardization of dairy quality control. In addition to the trainings, 17 communities received requirement for dairy production. Finally, 9 community mutual funds were supported for the next year's investment in their conservation and livelihood activities.

The alternative livelihood opportunities help indirectly offset economic losses made by predators to the community members. This increases community tolerance to co-exist with predators like snow leopards. It also increases the community's financial capacity to dedicate some of the sales income to their community funds, which occurred in 2024.

For more information regarding the first grant, please see the blog ["Got Cheese?"](#).

The project successfully conducted eco-tourism training in 26 of 28 communities in Southern and Western Mongolia. Additionally, 12 dairy product trainings were successfully held in Gobi-Altai Khovd and Uvurkhangaigai provinces, teaching communities about the standardization of dairy quality control. In addition to the trainings, 17 communities received requirement for dairy production. Finally, 9 community mutual funds were supported for the next year's investment in their conservation and livelihood activities.



Figure 4 - Printed materials developed and disseminated regarding snow leopards and ecotourism.

4. South Africa

The purpose of the second grant to Elephants Alive was to upscale the knowledge and benefits derived from the first grant to improve the livelihoods of the Phalaubeni Community in South Africa. By doing so, the project fosters coexistence values between people and wildlife.

The Phalaubeni community have been farming land for 38 years, representing a critical part of their livelihood, history, and sense of place. However, elephants are now frequently crop-raiding and causing significant livelihood losses, with a resulting threat to both human and elephant lives.

As a first layer of protection around food crops, 200 m of soft barriers (e.g. beehive fences, smelly elephant repellent fences, flashing lights, and chili-soaked rags) have been installed. A second elephant unpalatable inner barrier has been established with lemongrass and African workwood. The seedlings of chili plants are currently being grown as well. The production of essential oils will happen once all plants are grown. Together with the first layer, the second layer of protection preserves the inner core of the standard food crops planted by the subsistence farmers and helps the community diversify their income and increase their resilience over time.

The project also supported the training of four Elephant Stewards to have knowledge and practical experience on how to identify individual elephants, track elephants and behaviour around them. Armed with this experience they will increase their efficacy of protecting their community, resulting in diminished risk to the famers, the cultivation area and the community.

Finally, three successful elephant collaring operations have taken place within the community. The tracks of the elephants are monitored by the trained Elephant Stewards and will also be analyzed by the Tracking Projects Manager over time to understand crop-raiding events.

For more information about the first grant, please see the blog [“A Sweet Solution to a Mammoth Problem”](#).

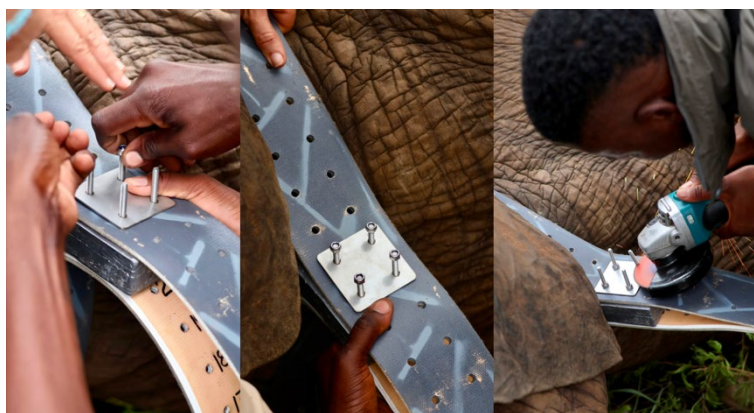


Figure 5 - Elephant collars being installed, photo courtesy of Elephants Alive

5. Uganda

The purpose of the second grant to Enjojo Wildlife Foundation (EWF) was to scale honey production for communities around Queen Elizabeth National Park in Uganda.

EWF, through The Lion's Share's first grant, supported 20 men and 20 women to develop a commercially viable bee-keeping business through the construction of a beehouse and honey processing center. Training was also provided to the 40 beneficiaries in beekeeping, honey production, and organic farming practices. The group was also officially established as a community-based organization named the "Ishasha Beekeeping Community".

The second grant has successfully built on the achievements of the first grant. The project established an additional beehouse of 80 beehives and refurbished the existing beehouse, which provided an additional income from the sale of honey for the 40 beekeepers. The installation of a toilet and the provision of water next to the community resource center has greatly improved the sanitation conditions for the community members and visitors in the resource center. Additionally, the fence and security house constructed around the beehouse has helped improve the security of the whole project. Finally, a fire break was established to reduce the fire incidences around the beehouse, which would previously lead to significant income losses for the community.

Through supporting and scaling the honey production, community members have increased income and an awareness of the economic benefits of living in harmony with nature.

For more information about the first grant, please see the blog "[The Queen, the Crown and Conservation](#)".



Figure 6 - Community beekeeper, photo courtesy of EWF