

# PRESA

## Pro-Poor Rewards for Environmental Services in Africa



Hillside farming in the Ulugurus mountains, Tanzania, is contributing to erosion in the Ruvu river watershed

IN RURAL AFRICA poor communities rely on healthy ecosystems for safe drinking water, nourishment, and a secure livelihood. These ecosystem services also extend benefits to non-residents, including urban and industrial water users and communities in flood-prone areas. Other beneficiaries include people who value the rich biodiversity of Africa, such as tourists, and local and international organizations interested in carbon offsets. However, many of these ecosystems have been degraded due to pollution, deforestation and other land use decisions, inflicting costs and risks on rural communities and urban users.

**PRESA** (Pro-poor Rewards for Environmental Services in Africa) takes an innovative approach to conserving degraded landscapes. The PRESA project will advance the twin goals of enhancing rural livelihoods and promote the conservation of threatened ecosystems, through innovative market-based reward mechanisms. Rewards include incentives such as cash payments, conditional property rights, and low cost information to land users.

**Hundreds of thousands of smallholder farmers and residents living in the highlands of East and West Africa will benefit from fair and effective agreements between stewards and beneficiaries of ecosystem services**

Conservation agriculture techniques, such as contouring with pineapple, can help reduce erosion while providing viable crops for farmers



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**PRESA** will empower rural community groups and promote equitable access to natural resources, facilitate negotiation and coordinate natural resource use between ecosystem service stewards and beneficiaries, and promote social and policy change for poverty reduction

**PRESA** will engage with a range of stakeholders in the four project countries to catalyze policy support and private-sector participation in environmental service agreements

**PRESA** will build a regional community of practice to share lessons, tools, and experience, advise local stakeholders, and provide training.

**contracts that are voluntary, conditional, and negotiated**



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# JOIN THE PRESA COMMUNITY

PRESA will engage with local communities at the landscape level, with policymakers and the private sector, and with a global community of practice. Our collaborators already include Tanzania Ministry of Forestry and Bee Keeping, ISRIC, CARE, USAID, Forest Trends, Kenya Ministry of Water, UNEP, World Bank, Mount Kenya East Pilot Project, African Highlands Initiative, Nature Harness Initiatives, Nairobi City Water and Sewerage Company, Ecotrust, and local governments.

## Policymakers

- learn from practical experience
- see examples of successful policy implementation
- share and gain methods and expertise

## Donors

- make a direct investment in prototype payment mechanisms
- support training and capacity building

## Companies and Industry Associations

Your company can help restore the ecosystems your business relies on and help create sustainable livelihoods for local communities

- join the business and ecosystem dialogues
- make direct investment in prototype mechanisms
- engage in joint studies of the business case

## NGOs and Researchers

- share methods and experience
- contribute a site to a dynamic learning network

## Students and their Professors

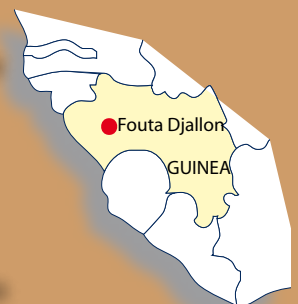
Help us implement, assess and design our activities. There are opportunities for students to study

- geography and land use systems
- links between land use and ecosystem services
- valuation of ecosystem services
- economics of alternative land uses and interventions
- governance of natural resources and property rights
- analysis of policy options and constraints
- ex ante and ex post impact assessments
- social, gender and equity effects of rewards for environmental services
- business case for investment in environmental services

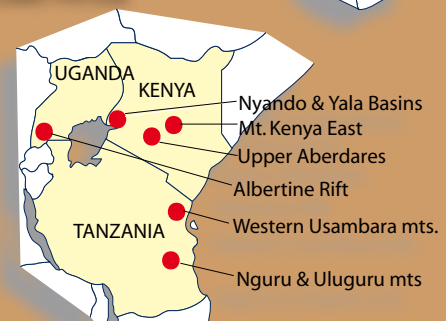


## PRESA Sites

West Africa



East Africa



The Upper Aberdare catchments in central Kenya that provide water to Nairobi city have been heavily deforested for agriculture and fuelwood