

Examples of results obtained from using the MA&D process by different actors in different contexts:

- **MA&D helped users to find solutions tailored to their needs**

The MA&D process has been welcomed by different users, including governmental institutions, nongovernmental organizations, local entrepreneurs and community-based organizations, because it is a flexible tool that has helped them to be responsive to the needs of their programme and because it can be adapted to any natural resource management context.

MA&D, for example, has been practised in watershed management programmes in coffee-growing areas of Colombia where private landowners and landless farmers coexist and where farmers combine livestock raising, agroforestry, cash crops and kitchen gardens. It has been used extensively in community forestry in Nepal, and to help with the planning of timber enterprises in Classified Forests in Guinea, which aimed to ensure equitable distribution of benefits to all the villages with user rights. The process has also been used to plan value-adding enterprises based on traditional fisheries where resources are shared by a large number of coastal villages.

- **MA&D contributed to identify new enterprise ideas in order to decrease the pressure on degraded forest and fragile ecosystems**

MA&D has helped men and women in communities find alternative sources of income to help reduce the increasing human pressure on local degraded forests and fragile ecosystems.

For example, farmers around the Bwindi Impenetrable Forest National Park in Uganda were introduced to mushroom growing. Although farmers knew nothing about this product, within a few months and with technical assistance from a district-level expert mushroom grower they mastered the simple and appropriate technology and found local markets with other farmers and with tourists' lodges around the park.

- **MA&D contributed to the improvement of existing enterprises**

Community members already involved in their own enterprises have benefited in various ways from using the MA&D process – depending on the nature of their activities and their role in the market channel.

For instance, by using the MA&D process, Nepali entrepreneurs who produced, processed or traded medicinal plants were able to:

- identify new buyers, such as a public processing company, a district factory and various Indian traders;
- learn how to respond to the demands of these new buyers (e.g. learning the parts of the product to be used, or how to dry products according to the requirements of buyers);
- learn new technology so that skills can be upgraded to match those required by prospective buyers (e.g. learning how to build a simple solar dryer);
- identify how to add value to products that had previously been sold in unprocessed form;
- obtain financial support from the district branch of the Agriculture Development Bank of Nepal; and

- contribute to decreasing the pressure on the natural stock of some species (e.g. replanting some species in forest gardens and learning appropriate techniques for harvesting different types of medicinal plants).

The manufacturers and traders of medicinal plants were able to:

- obtain a regular and sufficient quantity of raw material from organized producers;
- receive a better quality supply by learning how to contact producers' groups directly to inform them of quality requirements;
- prepare a business plan in order to obtain a bank loan from the National Nepal Industry Development Corporation; and
- survey foreign market preferences and develop new products for export, such as herbal teas and incense sticks.

- **MA&D has contributed to raising the capacity of entrepreneurs**

MA&D is an iterative action research learning process in which strategies are constantly revisited by community members and revised as new information is gathered. In northern Viet Nam, for example, the MA&D process helped a group of producers who were interested in developing an enterprise based on the processing of bamboo shoots. However, a survey of the relevant legal considerations revealed that a new decree banned the exploitation of bamboo shoots for sale. The proposed enterprise was therefore abandoned. MA&D helped future entrepreneurs to create useful alliances.

Mushroom producers in northern Viet Nam benefited from forming an alliance with the National Mushroom Research Institute. They learned how to grow new species of mushrooms and had access to information on the quality required by consumers. Their alliance with a company that prepared salted mushrooms for export ensured that the producers had a buyer for the mushrooms that they could not sell to wholesalers or restaurants, or on the retail market. The alliance also meant a guaranteed supply of raw materials to the company. Both parties benefited from the partnership.

- **MA&D contributed to protect the forest and increase community-based sustainable forest management**

In The Gambia, bush fires are one of the main threats to forested areas across the country and have plagued communities for years. The villages involved in the MA&D process reduced fires by placing firebreaks in target areas around the forest or by carrying out controlled burning within their village lands. They realized that without reducing bush fires, income-generating activities such as beekeeping and the utilization of dead trees would be impossible. In the same project, realizing the increased income generated from sustainable management of their community forest areas, 13 out of the 26 villages that participated in MA&D-related activities applied for extending the area of their managed community forest. The extension encompasses an area of 2 150 hectares, which represents an increment of 65 percent of the forest territory they already manage. This substantial expansion would have been impossible a few years ago.

- **MA&D has produced indirect positive socio-economic impacts in the communities where it has been introduced**

In 2004, in The Gambia, the villages involved in MA&D activities spent a significant part of

their profits for improving social infrastructures and services. The improvement of social infrastructure included activities such as renovation and construction of mosques, road maintenance, contributions to village water and electricity systems, and school construction. Some villages invested in income-generating activities (gardening, purchase of draught animals), while others invested in enterprise development (construction of tourist camp) and subsistence farming (rice cultivation).

- **MA&D has allowed community members to acquire new skills**

While undergoing the MA&D process, entrepreneurs in product interest groups acquired skills in marketing (e.g. enterprise literacy, product development, budgeting and record-keeping); competence in sustainable resource management (e.g. resource assessment and identification of mechanisms for controlled resource use); and effectiveness in social development (e.g. group formation and strengthening, and conflict resolution). Other entrepreneurs acquired specialized technical skills in harvesting and processing of forest products, which included learning new beekeeping techniques, operating chainsaws and sawmills, and making furniture.

Learn more about [MA&D methodology](#) here.