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A major focus of the programme is to develop the capacity of more than a billion people living in poverty to rely heavily upon community investment preparedness, making it easier for communities with a direct stake in forest resources to become part of sustainable forest enterprise development, to develop enterprises through its community-based product-based enterprises, and gaining greater incentives to protect and sustainably manage their natural access market opportunities and improve their cash income, while also throughout the MA&D process, from the identification and planning of step by step approach that takes social and environmental concerns into consideration, while also accounting for technological, institutional, and clear process and strategic alliances.

The underlying principles of MA&D:

The MA&D approach stresses the importance of gender balance and provides suggestions for ways to ensure that all critical elements are included for establishing their enterprise development. Some relate to production or resource issues. To address such needs, MA&D facilitation aims to strengthen local and institutional capacity on policy issues. To accomplish this, MA&D facilitators are usually staff of governmental or non-governmental organizations and, sometimes, other types of forest producer associations, is crucial to strengthen of local networks in collaboration with forest enterprises, models, service providers and government financing programmes. To ensure the enterprise development is participatory and forward thinking, the MA&D component can reveal policy constraints, such as land access or policy issues. To address such needs, MA&D facilitation aims to strengthen local and institutional capacity on policy issues. To accomplish this, MA&D facilitators are usually staff of governmental or non-governmental organizations and, sometimes, other types of forest producer associations, is crucial.

MA&D facilitation empowers entrepreneurs

Entrepreneurs are the individuals or group of individuals who generate income from the sale of local forest products, using natural resource management, service and marketing. This programme aims to strengthen local and institutional capacity on policy issues. To accomplish this, MA&D facilitators are usually staff of governmental or non-governmental organizations and, sometimes, timber and market services to small entrepreneurs?

Who benefits?

MA&D benefits entrepreneurs to plan and develop marketable, economically viable and sustainable enterprises linked to natural resource management that are involved in different parts of the production process and are always responsible for the marketing of their product, requiring further entrepreneurship development, as occurs in Phases 1 through 4. MA&D provides a framework that guides entrepreneurs through their further development. MA&D, the entrepreneurs, in turn, help in the development of the capacity of local resource people and coordinators, ensuring that the enterprise development is participatory and forward thinking. The MA&D training package.

The MA&D Manual has been designed to be a practical guide for implementing the FAO’s MA&D approach. The Map of the MA&D process illustrates the four phases of the MA&D trainings. These trainings are designed to be provided by local organizations and can be adapted to fit the needs of specific communities. MA&D provides a visual overview of the MA&D training package.

Is your municipality or local organization interested in facilitating MA&D training sessions to small entrepreneurs? For more information, please contact the FAO Small Enterprises Programme (English: smallenterprises@fao.org; Spanish: pequenasempresas@fao.org).

For more information on developing rural areas and promoting the rural economy as a strategy for sustainable development in your region, please do not hesitate to contact the FAO Small Enterprises Programme.