

Barbets' Duet

new markets & new livelihoods

BJ Heinzen

January 2008

www.barbaraheinzen.com

Barbets' Duet

experimental sites for institutional invention

**Institutions
that pay those
who
maintain or restore
healthy habitats &
biodiversity**



**Duet of
2 cultures**



*Where two cultures
-- “Modern” & “Traditional” –
meet on equal terms*

*to invent new social & economic
rules & institutions*

*which
support people*

*who support
the natural world*

A Business Idea, Not a Charity

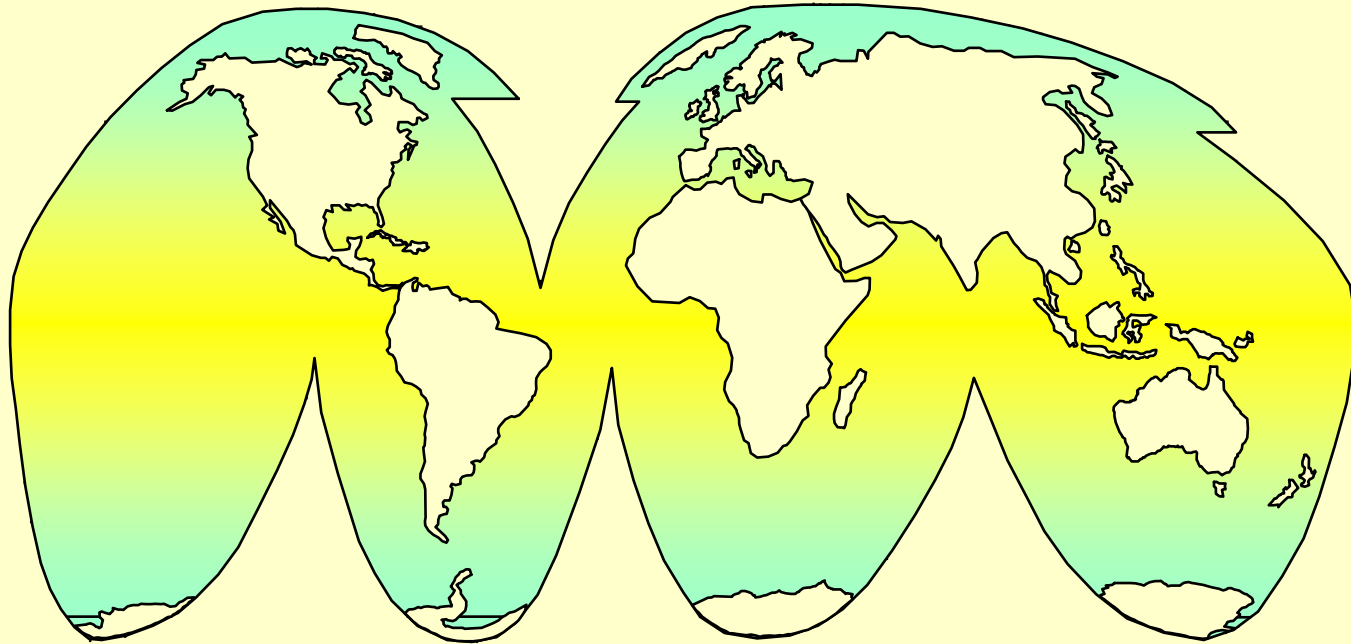
Background

Research & thinking

Potential for New Markets & New Rules



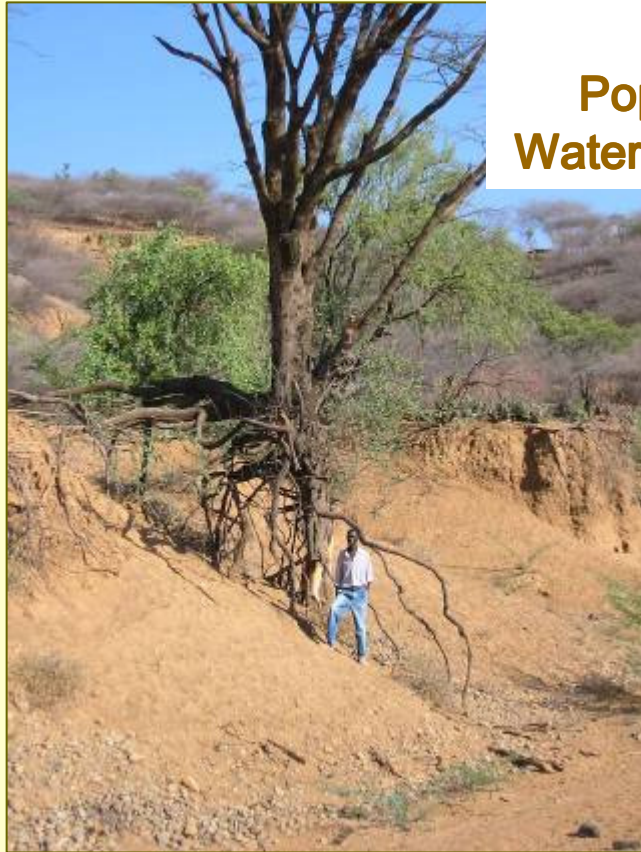
Most carbon emissions are in the North.



The greatest biodiversity is in the tropics of the South.



Extremity → Rapid Learning



In 30 years*
Population: 40,000 → 220,000
Water depth: 9 metres → 1.5 metres



Lake Baringo, Kenya: Population pressure, social mobility & failure of both customary & modern institutions → over-grazing & erosion.

Degraded → Recovered Lands in Baringo

From this ...



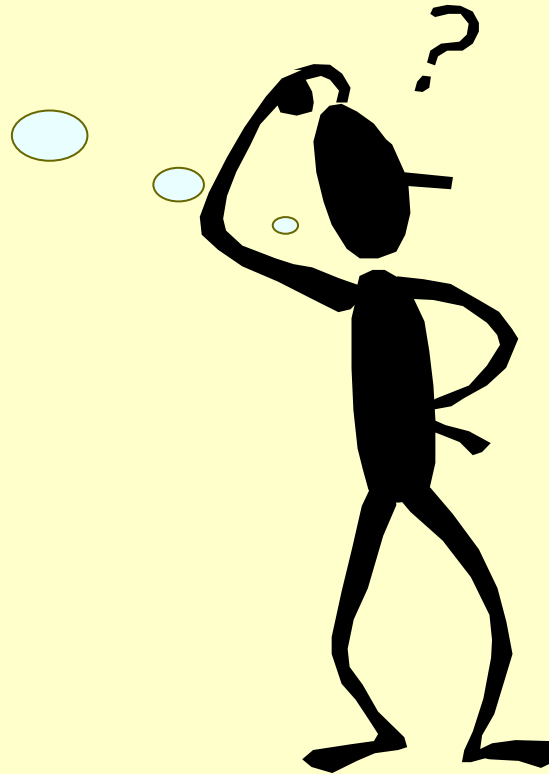
... to this.



**Capital markets
missing in action...**

How Do We Write New Rules?

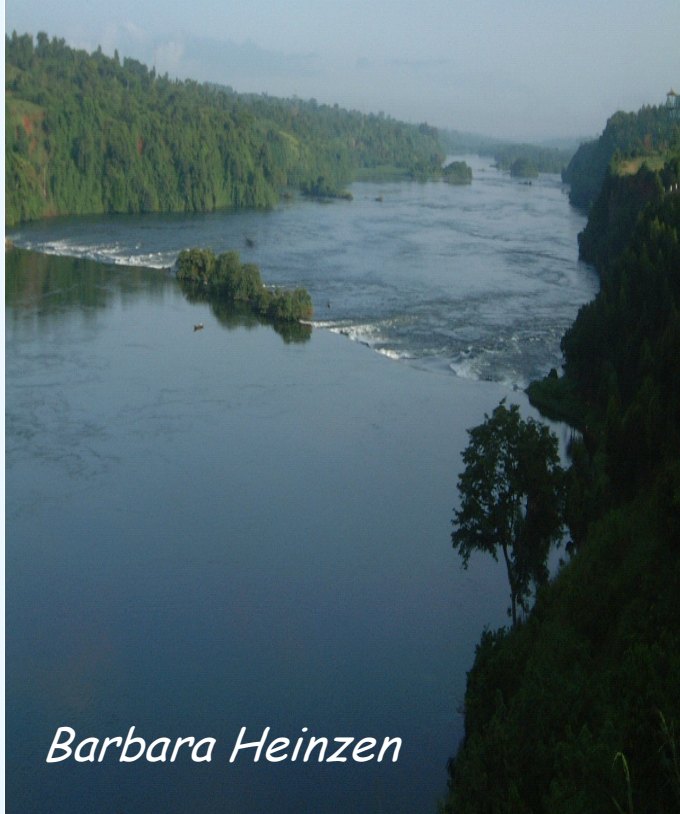
What
model can
be followed
now?



A few sources ...

Feeling for Stones

*Learning & invention
when facing the unknown*



Barbara Heinzen

1st source of ideas:

Feeling for Stones

Written 1997-2003

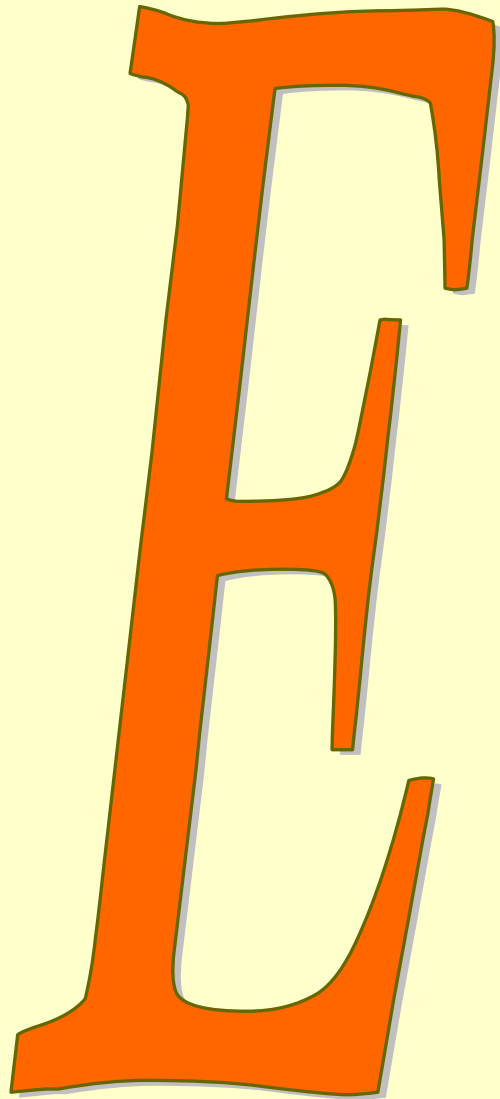
***Investigated the process
of systemic invention &
living ecologically:***

***“How might we invent
ecological societies***

...

***when we don't know
what we are doing?”***

Early English Lessons in Systemic Invention



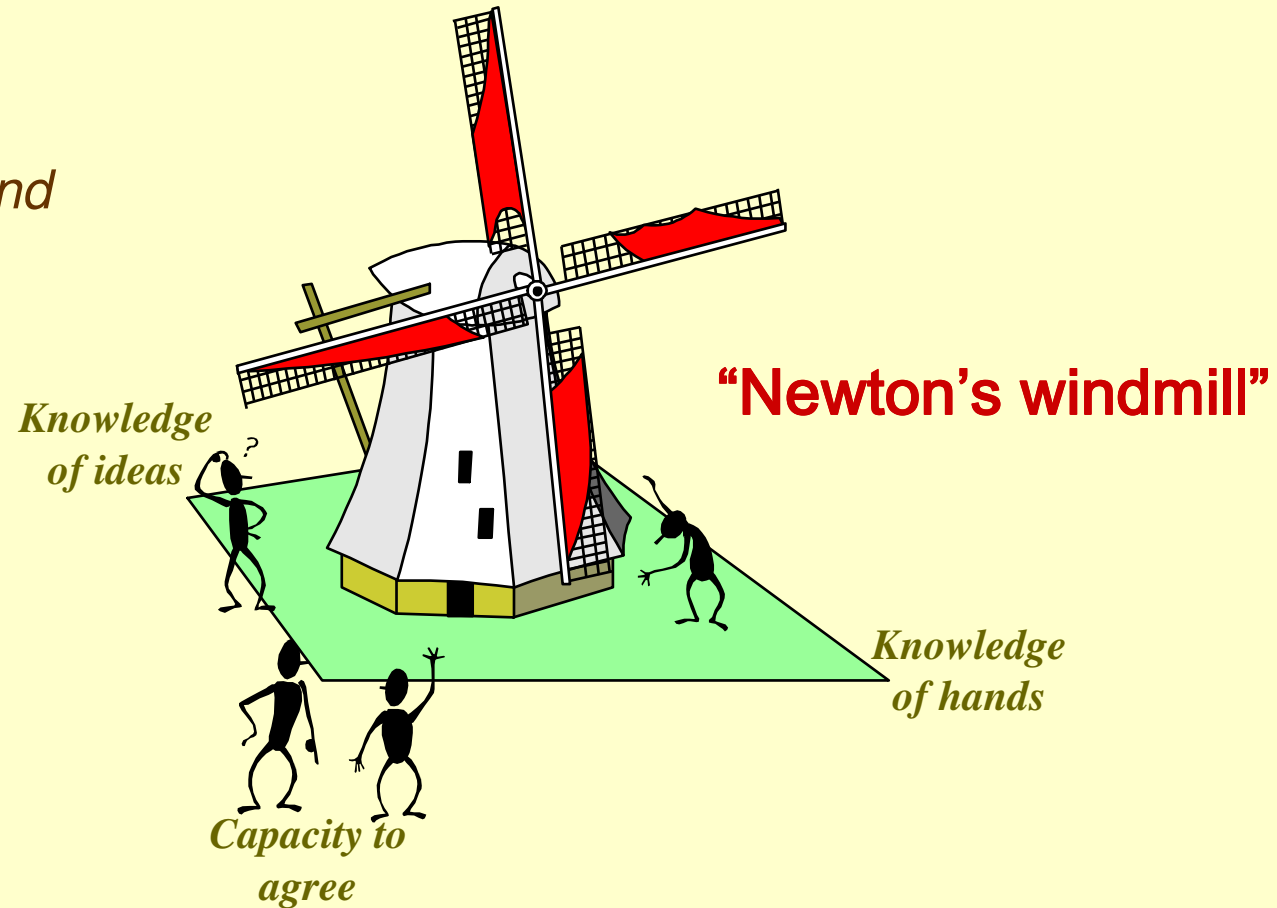
Engagement
& aEsthetics

Experiment
& Education

Extremity
& NEcessity

Engagement → Creative Society

*Local gov't
at the
king's command*



Schoolboy, Isaac Newton, built a scale model of town's new windmill providing new energy.
Mechanical philosophy's roots in necessity & practical neighbourly projects.

African Lessons in traditional knowledge & living ecologically



Franco
Mpangala

Mwenye
Nkope

Dada Fatma, Apwia Mwenye to Mwene Hatia VIII, Mtwara, Tanzania, 2002

Mosaic Rights & Column Rights: Different Goals

Mosaic rights

*Women: food crops, Men: tree crops,
Herders: grazing after harvest
Gov't: mineral rights,
Those who dug the well, own the water*

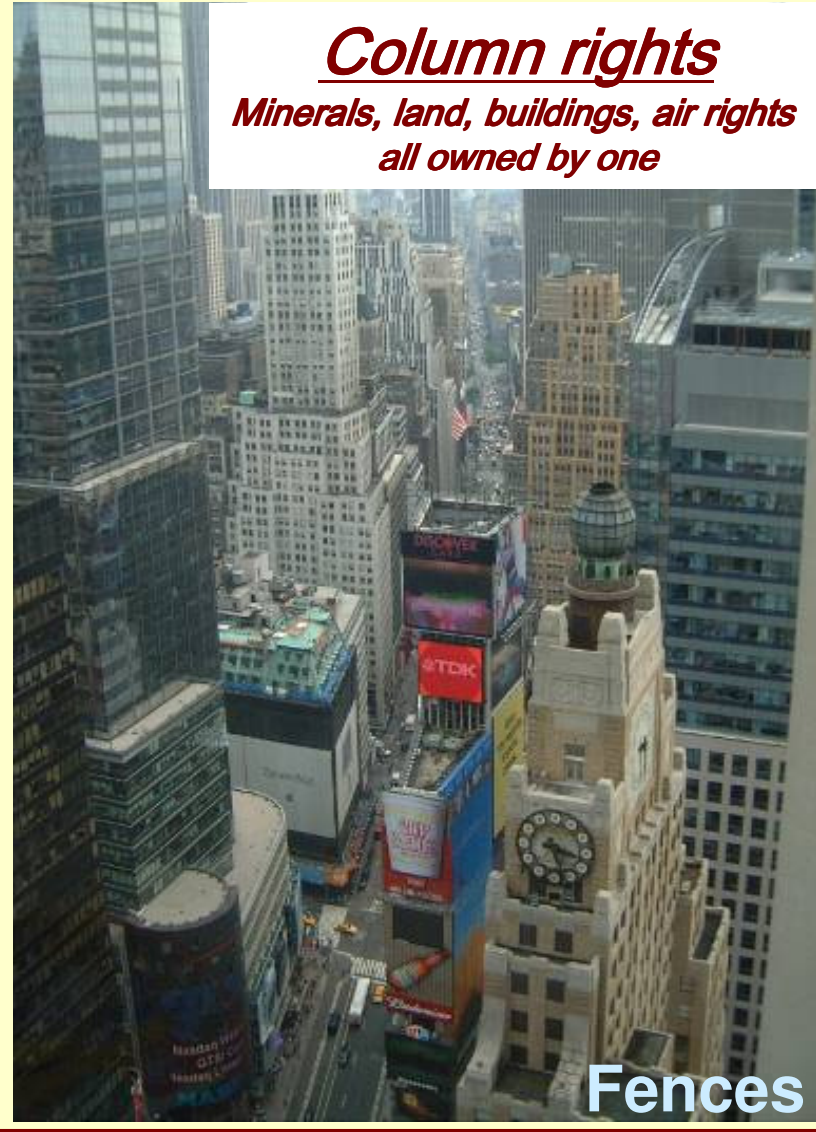


Fields near Mt. Elgon, Uganda

Footpaths

Column rights

*Minerals, land, buildings, air rights
all owned by one*



Downtown NY, from Times Square

Fences

**Mosaic rights → high social equity, high biodiversity;
Column rights → successful markets**

Tanzania, Mar02



2nd source of ideas:
**East African scenarios work
1997-2008**
Politics of Learning in East Africa

Ten years of social capital

E. Africa, May 2007



E. Africa, Nov06

Society for
International Development

- Kenya (not shown)
- Tanzania
- Uganda
- East African Region



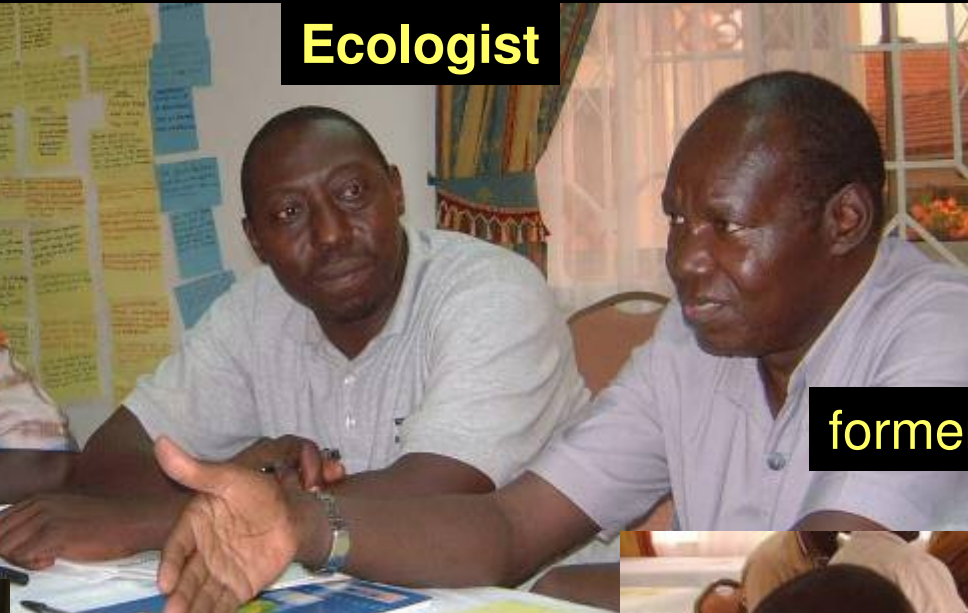
Uganda, 2003

SID: African Intellectuals with Western Skills

Hydrologist



Ecologist



former MP



Economist



Statistician

& rural responsibilities

Barbets' Duet

experimental sites for institutional invention

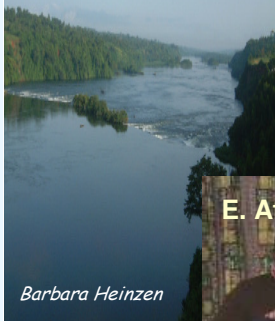
Institutions
that pay those
who
maintain or restore
healthy habitats &
biodiversity



Growing interest over 4 years

Feeling for Stones

*Learning & invention
when facing the unknown*



Barbara Heinzen

E. Africa, May 2007



October 2006 – Conceptual Framework



Barbets' Duet

Barbets are tropical birds related to woodpeckers & toucans. Some Afrotropical barbets sing in duet, creating the sound of one voice.¹

Barbara Heinzen
email: barbara@barbaraheinzen.com
16 October 2006



CONCEPTUAL FRAMEWORK

Objectives

This project has three objectives: (1) to create new institutional forms which integrate ecological principles in everyday social, political and economic affairs; (2) to use these new institutions to generate incomes for people whose knowledge serves to maintain and increase environmental resources, especially biodiversity; (3) to test whether this income can be derived from greenhouse gases emissions trading or similar environmental trading schemes.

The rationale

After 250 years of industrialisation and globalisation, environmental goods, including biodiversity, are increasingly scarce. Over all, modern institutions throughout the world are failing to protect and strengthen ecosystems. They are also failing to provide adequate jobs and incomes to rural peoples.

Historically, biodiversity has been supported by traditional knowledge and institutional arrangements everywhere, but particularly in rural societies of Africa, Asia, the Americas and Australia. The knowledge and institutions of these societies therefore have increasing value as environmental goods are increasingly scarce. However, both skills and knowledge are disappearing as older generations die out and younger generations cannot make a living using traditional practices and understanding.

There is at present no effective institution capable of rewarding people for their environmental knowledge. Therefore, a new institution – or institutions – is needed to create incomes for people who support, protect and increase biodiversity and other environmental goods. By rewarding people who have sound environmental knowledge and land management skills, popular incomes can improve while also increasing environmental health. This project will focus on biodiversity.

Working assumptions

We still do not know what institutional forms will be able to link traditional ecological management with modern market mechanisms in ways that benefit rural people, biodiversity and investors.

We are guided by several working assumptions. 1) The primary relationship is between people who manage the land (including marine resources) and those who manage financial markets. To increase healthy, bio-diverse landscapes, both types of managers need to learn new skills and develop new rules in the context of their practical affairs. 2) For this to occur, environmental managers (traditional and modern) and financial market managers need to engage directly with each other. 3) This engagement will be used to design multiple experiments to test different institutional arrangements linking peoples, land and markets. 4) In designing these experiments, both modern and traditional knowledge have something to contribute. 5) Each experiment will have people from different cultures working together equitably in practical settings. 6) Multiple experiments will stimulate rapid learning.

¹ Photos: red and yellow barbet, Tarangire, Tanzania, <http://www.birdingafrica.net/page69.html>. See "A review of duetting, sociality and speciation in some African barbets (capitonidae)" in *Condor* 85:323-332 © The Cooper Ornithological Society 1983. <http://Elibrary.unm.edu/sora/Condor/files/issues/v085n03/p0323-p0332.pdf>

Oby Obyerodhyambo
& B Heinzen

Key ideas

Equity of knowledge

Experimental spaces

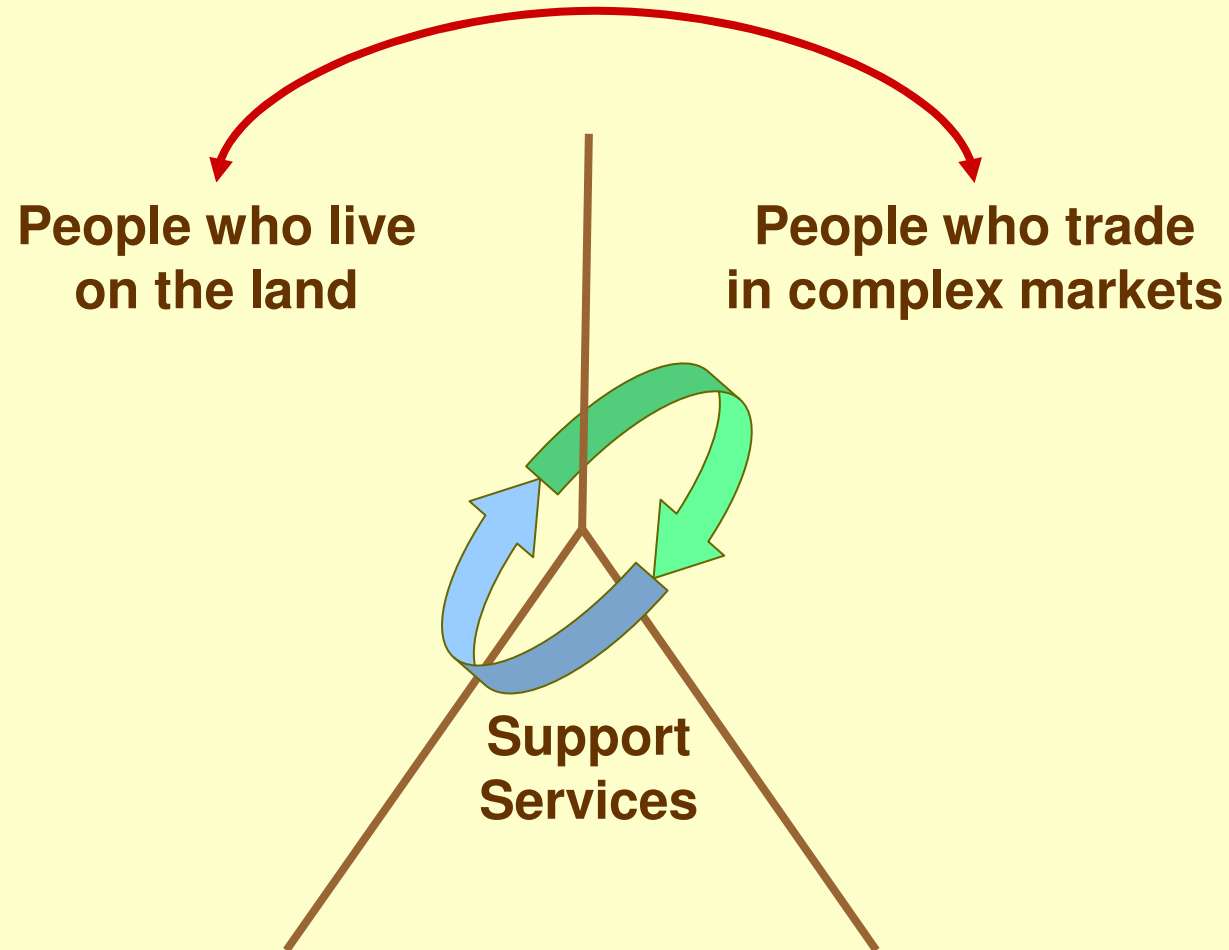
Shared learning

Self-reliance

Creating new institutions

Principal Relationship: People & Markets

From October 2006 Conceptual Framework



Potential Engagement

***May 2007:
East African sites & partners***

Small Sites, Big Ideas, Key Individuals

Kenya



Oby Obyerodhyambo
Founder, Abila Creative Centre
Co-author: Barbets' Duet
Family land in Seme, Kisumu
available as Barbet site



Victor Ombonya
Director, Abila Centre
Ecologist



Abila Creative Centre
<http://www.abilacreative.org/>



Small Sites, Big Ideas, Key Individuals

Kenya



Sammy Muvelah

Fund manager, Zimele Asset Mgt, Nairobi
New financial instruments
Possible Barbet site in Amboseli (eco-tourism) or
Machakos (family land)
<http://www.zimele.net>



Charles Onyango-Obbo

Managing editor, Nation Media Group
Possible Barbet site in Uganda, parental village
Possible support from Nation Group
<http://www.nationmedia.com/>

introduced

Not shown

Fred Gori

Corporate Affairs, Nation Media Group
Trained environmentalist
Possible Barbet site
SW Kenya, on own land

Small Sites, Big Ideas, Key Individuals

Tanzania

Msi-Choke Seaweed Growers Cooperative



Chairwoman: Kishindo Khamisi Mwenyekiti

58 Members
Computer literate

Looking for
direct market access

introduced



Mwajuma Masaigana

Founder, Mwasama School, Bagamoyo
Coastal rural development



Small Sites, Big Ideas, Key Individuals

Francis Ngosha



Joseph Nyunga

**Dealer & Wood Carver
Mwengi Carving Centre**



introduced

Tanzania

Not shown

**Tanzanian Wood Carvers Association
Mwengi Carving Centre, Dar es Salaam**

Chairperson: Focus Senya

**Budget to plant 35 acres with trees for carving
Costs in T.Shillings**

work to be done

1.Preparing fire defencing road	4,000,000
2.Seeds planting space	6,000,000
3.3 water wells	1,500,000
4.Planting seeds	3,900,000
5.Tree planting	9,980,000
6.Keeping record and inspecting	700,000
7.Office expenses	5,010,000
8.education on environmental	7,900,000
TOTAL, in TZ shillings	22,990,000

less than £10,000

Small Sites, Big Ideas, Key Individuals

Zanzibar



Bring monkeys to the tourists ...



Ali Mwinyi

Director, Jozani Forest, Zanzibar



Possible partnership to landscape Kombo's Kizimkazi tourist site with coral rag forest, using Jozani Forest's knowledge

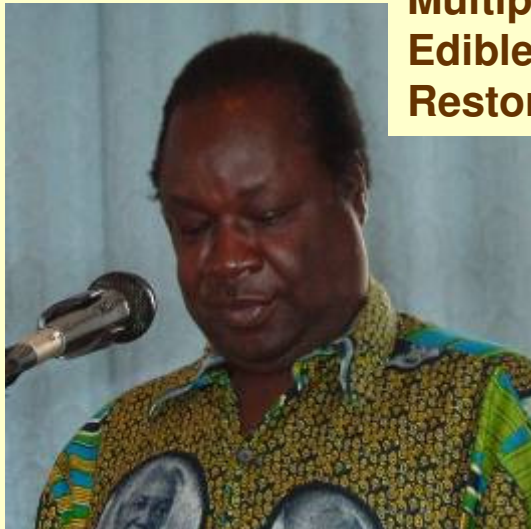
Mahmoud Kombo

Deputy Minister of Information, Culture & Sports
Businessman, Zanzibar
Tourist investment at Kizimkazi

Small Sites, Big Ideas, Key Individuals: **Uganda**



Magode Ikyua
Multiple markets,
Edible wild
Restored swamps



Abdul Ndifuna
Ecologist & Administrator
Bureau of Standards



Joel Okao
Journalist
Lira & Kampala
Shea butter in Lira?

Possible partnership
to set standards for
medicinal herbs

Not shown

Sophia Apio Kerwegi
Botanist, National Chemotherapeutic Lab, Kampala

People with Financial Knowledge

- **Aidan Eyakuze**
Economist & former banker, Dar
- **Bertram Eyakuze**
Investment banker, Dar
- **Rose Lyimo**
Founding director, Akiba Bank,
Dar
- **Sammy Muvelah**
Fund manager, Zimele, Nairobi

People with Environmental Knowledge

- **Victor Ombonyo**
Kisumu
- **Murray Roberts & Elizabeth Meyerhoff**
RAE Baringo – 20 years
 - **Fred Gori**
Nairobi & Western Kenya
 - **Ali Mwinyi**
Jozani Forest, Zanzibar – 20 years

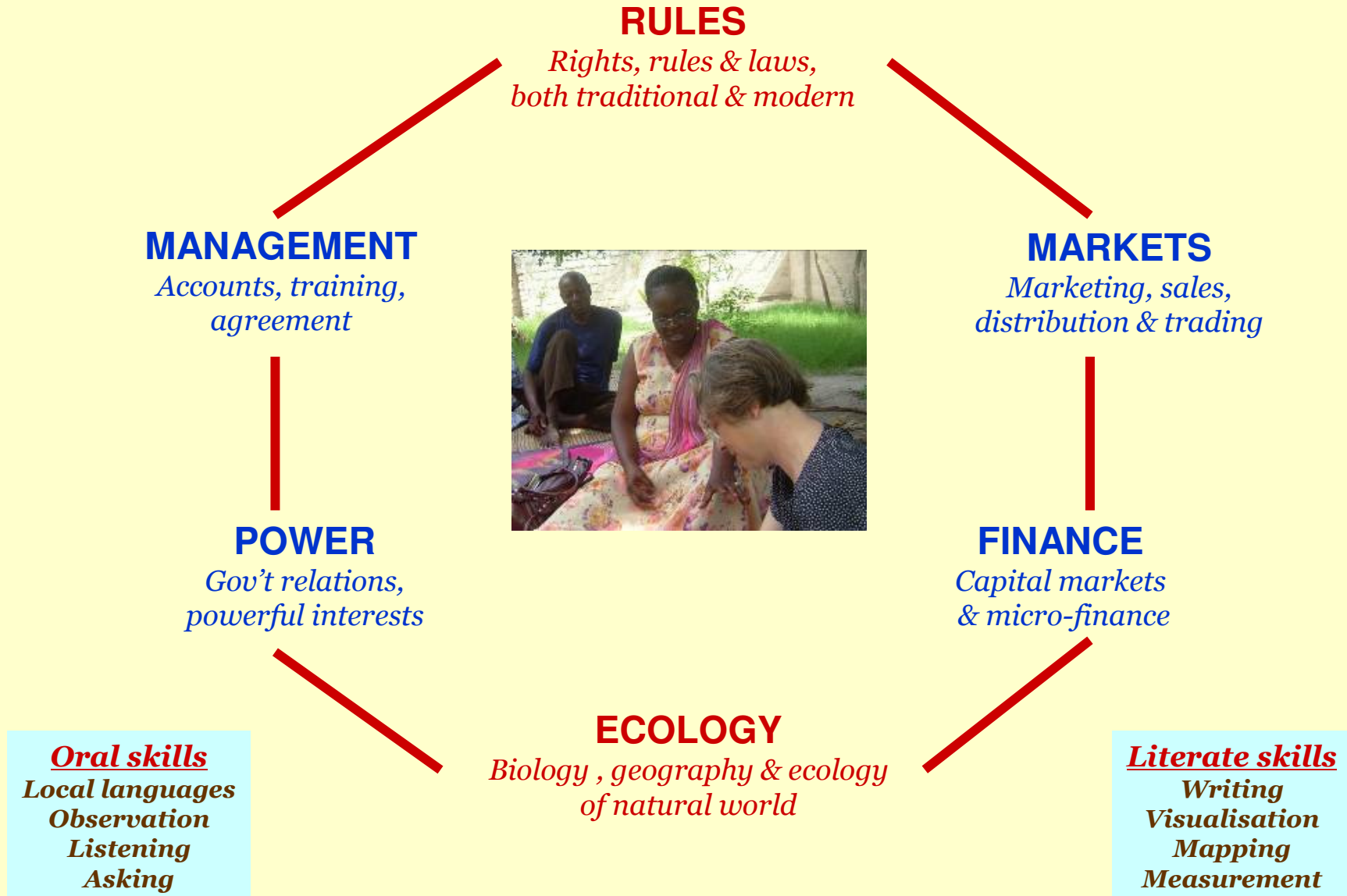
What Is Needed

Knowledge, finance, time & ...

Key Need: Access to Markets

<u>Four Types of Market</u>	<u>Current tangible markets:</u>	<u>Future intangible markets:</u>
<p>Utility: creating things we need e.g. clean water, air, food, medicine, cosmetics, building materials</p>	<p>Moveable products <i>Tangible, portable, Species-specific</i></p> <ul style="list-style-type: none"> • Timber & grasses <i>(wild & domestic)</i> • Medicinal plants • Domestic biodiversity <i>(e.g. seed & semen banks)</i> • Edible wild: <i>(e.g. roots, bush meat)</i> 	<p>Environmental products <i>Intangible, immovable, Site-specific habitats</i></p> <ul style="list-style-type: none"> • Ground water recharge • Water purification • Carbon sinks <i>(e.g. swamps, grasslands, uncut forests)</i> • Waste management <i>Decomposition services</i>
<p>Insurance: reducing risks of climate change, flooding, loss of ground cover due to climate extremities; loss of food species to disease</p>	<ul style="list-style-type: none"> • Woodlots & grasses • Medicinal plants • Domestic biodiversity <i>(e.g. seed & semen banks)</i> 	<ul style="list-style-type: none"> • Flood control • Micro-climate change • Wild biodiversity • Carbon sinks
<p>Aesthetics Fashion, bragging rights, tourism, meditation</p>	<ul style="list-style-type: none"> • Edible wild: <i>(e.g. teas, roots, bush meat)</i> • Wild biodiversity 	<ul style="list-style-type: none"> • Species habitats
<p>Intellectual property Genetic reserves</p>	<ul style="list-style-type: none"> • Medicinal plants • Domestic biodiversity <i>(e.g. seed & semen banks)</i> • Wild biodiversity 	<ul style="list-style-type: none"> • Species habitats to support genetic reserves

Also Needed: Knowledge & Experience



What Has Been Done So Far?

2007: Year One Goals of 20 Year Project

- ✓ **Test the conceptual framework.**
- ✓ **Identify a group of associates.**
- ✓ **Identify a small number of learning sites.**
- ✓ **Identify other useful experiments.**

**Identify possible financial support,
commercial and philanthropic.**

Sabbatical Lessons, 2007

1. Barbet learning sites in East Africa are available.
2. Multiple markets exist, but hard to reach, hard to persuade, can be unfair.
3. Carbon markets are growing fast & could be important.
4. We need to invent the whole chain – from capital markets to retail sale.
5. Question of property rights is central & unpredictable.
6. Equitable cultural engagement is necessary & hard.
7. New markets carry old risks.
8. India's development is a warning, not a model.
9. The focus on East Africa is justified.
10. It will take 20 years.

Worries

How to communicate the idea simply ...

What business structures & agreements?

How to finance 5-10 year research period?

How to maintain morale & communication?

How to find markets?

What role for software & internet?

How to write a proposal.

How to keep going & pay the rent ...

2008 Goals

Identify Northern learning sites & partners

Invention Convention in East Africa
meeting of Barbet learning sites & advisors

Raise money
proposals, business plans, etc.

Identify markets & market access

Begin!

Fundamental Issues

**Can price signals reward abundance,
not scarcity?**

What exactly can be owned & traded?

**This may be necessary,
but is it possible?**

***“If it is necessary,
it must be possible.”***

**Julius Kipng’etich
Director, Kenya Wildlife Service
17 October 2007**