



The Kijani Investment Project

A biodiversity business initiative for rural Africa

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1. What is Kijani?

The Kijani Investment Project is an innovative sustainable development initiative to integrate biodiversity objectives with investment processes for small and medium enterprises in rural Africa. The aim of Kijani is to align the goals of biodiversity conservation, sustainable economic growth and poverty alleviation. “Kijani” is the Kiswahili word for “green” or “greenery” and reflects the Project’s biodiversity focus.

The proposed Kijani Investment Project is a 10 year, \$30 million project that will support biodiversity business investment processes for rural Africa. The Project will work with some 50 investment opportunities taking these through various steps of a bio-business investment process from identification to exit. From a pipeline of 50 deals, up to 20 of investment quality will be financed and managed through to a sustainable exit.

Kijani will invest \$20 million in up to 20 small and medium enterprises, primarily in the agriculture and tourism sectors. These investments will be supported by \$10 million in technical biodiversity business tool inputs and related activities.

The unique proposition of Kijani is that the application of biodiversity business tools (biotools) to investment processes will enable biodiversity objectives to be incorporated into sustainable business models. This will enable the integration of biodiversity objectives and financial objectives resulting in positive biodiversity and financial performance.

Specifically, the biotools will enable biodiversity business investment opportunities to be identified, appraised, developed, managed and evaluated. A prototype set of biotools was developed during the earlier scoping and design phases of Kijani.



The biotools include:

- (1) an opportunities tool;
- (2) a strengths, weaknesses, opportunities and threats (swot) tool;
- (3) a planning tool;
- (4) a finance tool;
- (5) a portfolio tool; and
- (6) a performance tool.

During the design phase of Kijani a robust pipeline of investment opportunities was identified. This pipeline provides a baseline for identifying investment opportunities for this Project. The pipeline indicates that most of the opportunities are in agriculture and tourism and most of them can be classified as small and medium enterprises.

A concept proposal presenting the rationale for Kijani, the key components of the Project, its budget, its governance structure and its sponsors is available. A detailed spreadsheet of the Project's \$30 million budget is also available.

2. Why Kijani?

The scoping and design phase of Kijani identified both a biodiversity case and a business case for the Kijani Investment Project.

The biodiversity case for Kijani builds on the widespread recognition that huge challenges face biodiversity conservation throughout Africa. Protected area systems, which at best cover only 10% of the rural landscape, are terribly under-funded and under threat. These protected areas rightly remain a conservation finance priority for national governments and the international development assistance. The remaining 90% of the rural landscape, however, is essentially un-protected and un-funded and its biodiversity is under even greater threat. It is in the un-protected, but productive rural landscape, where most rural economic activity occurs and hence it is in this vast productive landscape where biodiversity objectives need to be aligned with rural business objectives. The Kijani Investment Project will focus on maintaining the diversity and integrity of nature in the productive areas of rural Africa.

The business case for Kijani builds on the feasibility studies of the scoping and design phase of Kijani. This phase identified a solid pipeline of investment opportunities which demonstrates the potential for biodiversity and financial performance at sustainable rates of return,



particularly in the agriculture and tourism sectors. It also identified an unmet demand for African biodiversity goods and services, particularly from European consumers. And, most importantly, it identified an unmet demand for technical assistance and risk capital appropriate to the needs of small and medium biodiversity businesses in rural Africa.

Together the biodiversity case and the business case make clear that the Kijani Investment Project will promote sustainable growth and poverty alleviation in rural Africa.

3. What will Kijani achieve?

The goal of the Kijani Investment Project is to prove the concept of biodiversity business investments at sustainable rates of return.

Its objective is to provide technical assistance and risk capital to a set of real, on-the-ground biodiversity business investment opportunities in rural Africa.

The Project will be successful if it:

- (a) results in a portfolio of sustainable biodiversity businesses in rural Africa;
- (b) mainstreams biodiversity objectives into African investment processes for small and medium enterprises; or
- (c) leads to the establishment of an integrated bio-capital facility for biodiversity businesses in rural Africa.

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