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| Template 3C: ES opportunities - recognizing gaps, imbalances and potentialsFormulating an ‘ecosystem service opportunity’ ideally includes specifying *which actor* would be motivated to change or engage in *which behavior* as well as how to achieve this behavior change along one of *the principles* and for *which conservation purpose* (e.g. which ecosystem or ecosystem service would be protected). |
| Steward Earns PrincipleWho bears costs for stewardship activities that are not recovered? Who could be rewarded or otherwise motivated to provide (more) stewardship activities? | **Beneficiary Pays Principle Who receives ES benefits without contributing to the provision? Who could pay/contribute for benefitting from ES provision?** | **Polluter Pays PrincipleWho engages in degrading activities and is not held liable - and why?Who could be held liable or otherwise be motivated to stop or reduce degrading activities?** | **Innovation PrincipleAre there any new ways how local people can benefit from ES conservation? (e.g. income or business opportunities, financial support)** |
| * Traditional extensive cattle rangers could be supported (with financial support, technical assistance, etc.) for adopting sustainable management practices that are adapted to maintaining a healthy savannah ecosystem.

 * Indigenous people could be esteemed and rewarded for their role in conserving the ecosystems and protecting threatened species on their land.
 | * Tourists could be motivated or obliged to contribute to the protection of the river ecosystem that they enjoy for fishing and other outdoor activities.
* The brewery that benefits (so far for free) from the stable flow of clean water from the watershed could be asked to contribute financially to the costs of good watershed management and reforestation measures.
 | * Speeding on highway 304 and road kills could be pursued and punished.
* Agro-industrial companies with palm oil plantations could mitigate and/or compensate the negative impacts of their monocultures on biodiversity by investing in biodiversity protection measures, preferably in-situ on their plantations and/or by setting aside part of their land for conservation.
 | * Locals involved in handicraft made of the leaves of the endemic palm tree could be supported in developing an ecological label and new markets and sales channels.
* Community members could be trained and supported in the implementation of integrated waste management to reduce solid waste and avoid waste being dumped in the river.
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