



## Butterfly farming for pro-poor tourism : Tanzania

Supporting pro-poor tourism and environmental conservation through butterfly farming

### Project description

The Zanzibar Butterfly Centre (ZBC) and the proposed Manyara Butterfly Centre are tourist attractions where visitors can see butterflies in botanical gardens. The butterflies are raised by local farmers and sold to ZBC for display or export. Butterflies require an intact ecosystem, creating incentives for the community to manage the local natural environment sustainably.



### Business model

ZBC runs a botanical garden in Zanzibar. It trains local farmers in raising butterflies and buys the butterfly pupae from them. The butterflies are then either kept in the botanical garden or exported. ZBC is the first operation of its kind in Tanzania.

The success of the existing facility has encouraged the organisation to plan a second, larger butterfly centre near Lake Manyara. This will help to diversify the range of services offered to tourists and improve the incomes of smallholders.

### Scaling up activities in 2012

- Install a water supply for ZBC and its local farmers
- Attract donor funding to finance the Manyara Butterfly Centre and training for farmers
- Plan and build the Manyara Butterfly Centre
- Train 300 new farmers as butterfly suppliers for ZBC
- Identify and put in place necessary steps to meet requirements in potential export markets

### Immediate needs

- Train 40 more butterfly farmers for ZBC, focusing on women
- Improve marketing at ZBC
- Financing the installation of a water supply for ZBC and the village of Pete





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### Partnership

- ❶ **Zanzibar Butterfly Centre (ZBC)** provides technical support, market assistance and equipment to the butterfly farmers.
- ❷ **Butterfly Park (T) Ltd.** is a sister company of ZBC and will provide expertise and some financing for the new Manyara Butterfly Centre.
- ❸ **Jozani Environmental Conservation Association (JECA)** is a local NGO that works with ZBC to create the necessary ecosystem for raising butterflies.



### Social, environmental and economic impacts

**Social impact:** Butterfly farming helps the local community to diversify its income base. It has a positive long-term impact through providing basic training in business skills. The initiative also helps empower women, as the working hours are flexible and work can be done from home.

**Environmental impact:** The initiative creates a sense of ownership of natural resources and increases environmental awareness. The butterflies require an

intact ecosystem, so the farmers have an incentive to protect their local environment.

**Economic impact:** By involving local farmers in the project and training them, the initiative contributes to the long-term alleviation of poverty in the region. ZBC not only buys the butterfly pupae but also sells on locally produced art and crafts, thus contributing to community development.

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### SEED Partners

SEED's founding partners are the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature) and SEED is hosted by UNEP-WCMC. Other current partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED's corporate partner, Hisense.



### About the SEED Initiative

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SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: [www.seedinit.org](http://www.seedinit.org)

### SEED Secretariat

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