



**CARE and WWF believe that they can contribute more to deeper and lasting change in Madagascar by joining forces in a thoughtful and long-term alliance, one which also reaches out to civil society, private sector, and governments actors committed to the sustainable development of the country for the benefit of all its people.**

### **Vision**

The CARE-WWF Alliance in Madagascar, envisage healthy, resilient terrestrial and marine landscapes where vulnerable rural communities, especially women and youth, are sustainably food secure and resilient to climate and other shocks, enjoy higher levels of well-being, and are influential in the governance and management of natural capital for the conservation of biodiversity and the eradication of poverty.

### **Goal**

By 2026, the CARE-WWF Alliance will have contributed in a significant way to both the improvement of the food security and livelihood diversification of vulnerable households, in particular women and youth, in targeted rural areas and the improved health of ecosystems and species.



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*“The intricate interdependence of economics, environment, and governance is manifest every day at every level in Madagascar. The cumulative result of their mutual sabotage is a rural economy that has been stagnant or deteriorating for four decades. The periodic political crises have impacts that are anything but subtle, however, and illuminate the extent to which environmental programs and economic development are both fundamentally hostage to bad governance.”*

**Paradise Lost? Lessons Learned from 25 Years of USAID Environment Programs in Madagascar**

## Approaches

The following approaches have been identified as having greatest potential to leverage impact at scale:

- ☑ **Joint Policy and Advocacy:** both organizations feel that the Alliance could be a powerful voice in advocacy making the linkages between poverty and poor governance of the country's natural resources and unique biodiversity
- ☑ **Civil Society Empowerment:** a coordinated Alliance approach to empowering civil society has great potential even Malagasy civil society is considered immature
- ☑ **Women and Youth Focus:** CARE and WWF see women and youth as critical change agents in Madagascar
- ☑ **Private Sector Engagement:** both organizations understand the important role the private sector will play in Madagascar's development and the importance of market access and linkages as critical for rural producers and the sustainability of livelihoods interventions, particularly for high-value, commercial agriculture and seafood value chains
- ☑ **Refining Intervention Models for Scale-Up:** joining forces in climate change adaptation; holistic approaches to watershed management; land use planning and land rights; climate information services; equitable and sustainable value chains; and clean(er) energy where each organization have developed promising approaches that can be combined and taken to scale could reduce duplication of efforts and generate synergies
- ☑ **Impact Measurement (People and Nature):** documenting the impacts on both people and nature of Alliance impacts would be a powerful tool for scaling impact, both by giving evidence to donors and other practitioners of successful approaches for replication and influencing government and donor policies and programs.



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For more information about the CARE-WWF Alliance

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Helping People and  
the Planet Thrive



WWF

*“Madagascar is one of the most climate vulnerable countries in the world with a poor and predominantly rural population, a high geographical exposure to climate events, and a lack of readily available resources to respond to and recover from natural disasters.”*

**World Bank Madagascar Systematic Country Diagnostic**