



International Gorilla  
Conservation Programme



# Gorilla Friendly™

A program of Wildlife Friendly Enterprise Network and  
the International Gorilla Conservation Programme



Standards for Gorilla Friendly™ Park Edge  
Community Products

These materials were produced as part of the project titled, *local economic development through pro-poor gorilla tourism in Uganda*, in partnership with the International Institute of Environment and development (IIED), the institute of tropical Forest Conservation, this project is funded by the UK Government's Darwin initiative, however, the views expressed do not necessarily reflect the views of the UK Government.



## Introduction

Mountain gorillas represent a culturally, ecologically and economically important resource to the three range countries where they occur, as well as holding significant value for tourists globally. These Gorilla Friendly™ Park Edge Community Products standards are a companion document to the Gorilla Friendly™ Product and Tourism standards, which were designed from expert recommendations for best practices where tourists and the tourism sector impact mountain gorillas, and empowers park edge men and women as well as tourists to become more integrated partners in gorilla conservation.

The communities living on the park edge are some of the most important gorilla protectors. However, these households bear the most costs in terms of crop raiding and loss from wildlife, and receive a disproportionately low amount of the benefits from tourism. The men and women in these communities, because of poverty, lack of alternatives and/or the unfair distribution of costs and benefits, include some of those responsible setting traps for wild meat, and destroying or degrading gorilla habitat.

While not targeting gorillas directly, these actions threaten the continued survival of mountain gorillas. Building from Wildlife Friendly™ Products standards, the Gorilla Friendly™ Park Edge Community Products standards were elaborated for the unique context of mountain gorilla conservation through expert and stakeholder consultation. The Gorilla Friendly™ Park Edge Community Products ecolabel on which these best practice standards are based, will provide a market advantage for products produced by park edge communities and link them to the tourists and consumers who are seeking products which authentically support park edge people and gorillas.

The Gorilla Friendly™ program is voluntary. The standards do not supersede any regulation whether national, international or local, and it is expected that Gorilla Friendly™ certified enterprises will meet all relevant legislation.

The Gorilla Friendly™ program was developed by Wildlife Friendly Enterprise Network in partnership with the International Gorilla Conservation Programme.



## Wildlife Friendly Enterprise Network (WFEN)



The Wildlife Friendly Enterprise Network (WFEN) was formally organized in 2007 to promote wildlife conservation through facilitation of responsible production practices, enterprise development, education and branding.

WFEN conserves threatened wildlife while contributing to the economic vitality of rural communities. Their mission is to protect wildlife in wild places and on agricultural lands in-between by certifying enterprises that assure people and nature coexist and thrive. WFEN includes conservationists, businesses, artisans, farmers, ranchers and herders, and harvesters and indigenous peoples from around the world.

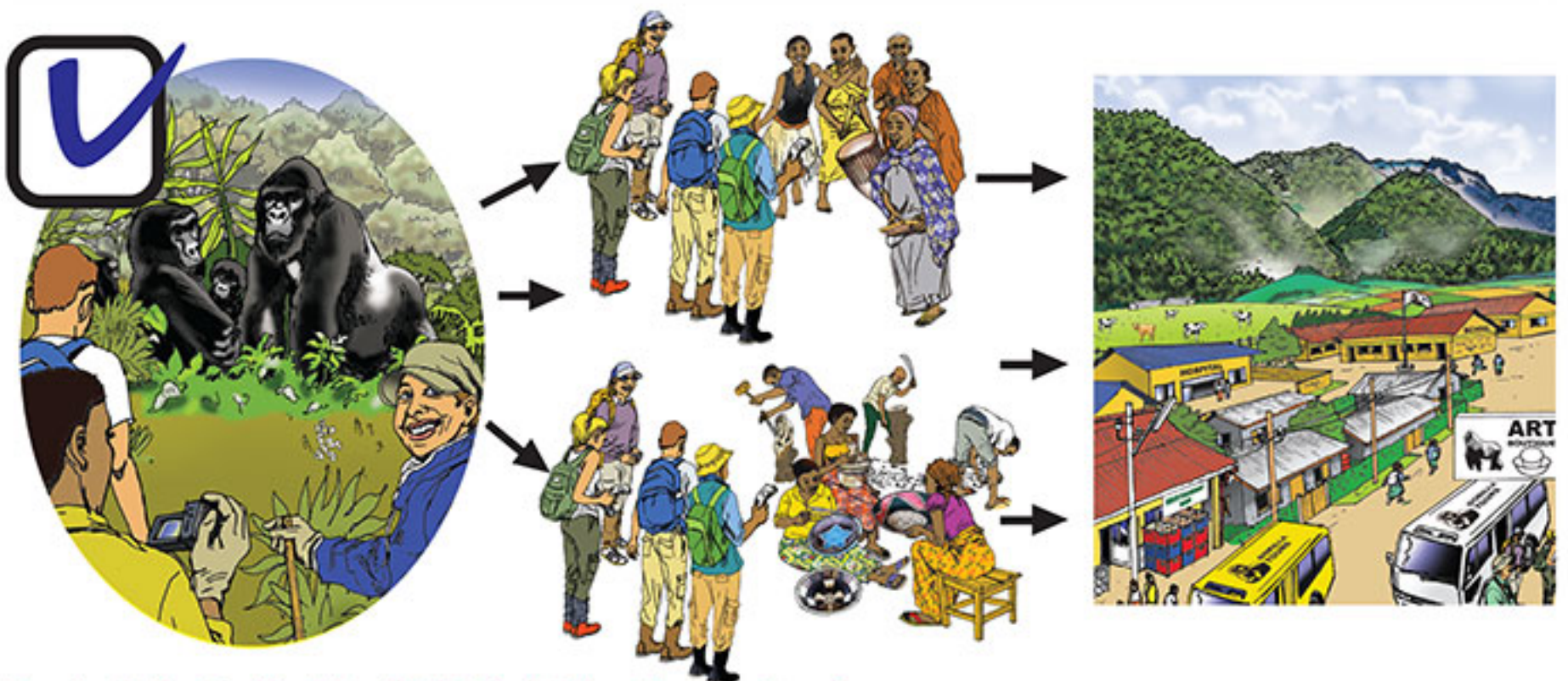
## International Gorilla Conservation Programme (IGCP)



International Gorilla Conservation Programme

The goal of the International Gorilla Conservation Programme (IGCP) is to secure the future for the mountain gorilla. Its mission is to conserve gorillas and their habitat through partnering with key stakeholders while significantly contributing to sustainable livelihood development.

The International Gorilla Conservation Programme (IGCP) was formed in 1991 as a coalition programme. The IGCP coalition currently consists of Fauna & Flora International (FFI) and the World Wide Fund for Nature (WWF).



## Understanding the Gorilla Friendly™ standards

Please read each standard carefully.

**Required standards** say that something must or must not be done or that something is **prohibited**. The requirements of these standards must be met before certification under the Gorilla Friendly™ Park Edge Community Products standards can be granted.

**Recommended standards** say that something “should” be done. These standards are highlighted as **recommended** alongside the heading and reflect the aims and principles of the Gorilla Friendly™ program but are not mandatory in order for certification to be granted under the Gorilla Friendly™ Park Edge Community Products standards.

### Critical Standards

If a certified group or enterprise fails to meet a standard, it will be considered to be non-compliant. There are two categories of non-compliance: minor and critical.

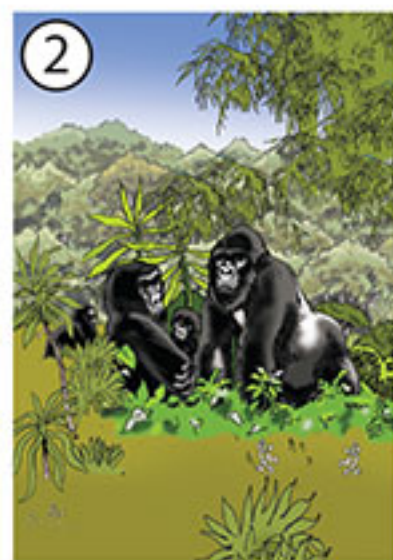
If a certified group or enterprise receives a critical non-compliance at the initial audit it cannot be certified until corrective action is taken. If an operation receives a critical non-compliance at re-audit it may have to stop using the Gorilla Friendly™ Park Edge Community Products label or logo until corrective action is taken.

### Standards sections.

The standards are divided into two sections. Section One includes standards applicable to all enterprises producing Gorilla Friendly™ Park Edge Community Products, regardless of what those products are.

#### Section One; General Standards:

- Sub-section 1; The Agreement
- Sub-section 2; Wildlife Conservation
- Sub-section 3; Livestock
- Sub-section 4; Resources and Waste
- Sub-section 5; Local Economy & Working Conditions
- Sub-section 6; Cultural Protection



Section Two defines the additional standards for specific product types. Enterprises must meet all the standards defined in Section One and additionally follow the standards for the specific product(s) that they wish to certify as Gorilla Friendly™ Park Edge Community Products.

### Section Two; Product-specific Standards:

- Sub-section 7; Honey and Beekeeping Products
- Sub-section 8; Handicrafts (e.g. carvings, musical instruments and other crafted items) and Jewellery
- Sub-section 9; Cultural Performance and Experiences
- Sub-section 10; Nature Experiences and Bird Watching

Note: The supply chain refers to all steps from production or harvest to processing to marketing.



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### Section One: General Standards

Section One includes standards applicable to all enterprises producing Gorilla Friendly™ Park Edge Community Products, regardless of what those products are.

#### Section One includes:

- Sub-section 1; The Agreement
- Sub-section 2; Wildlife Conservation
- Sub-section 3; Livestock
- Sub-section 4; Resources and Waste
- Sub-section 5; Local Economy & Working Conditions
- Sub-section 6; Cultural Protection

# 1 The Agreement

## 1.0 The Agreement

1.0.1 Anyone who wishes to produce and market Gorilla Friendly™ Park Edge Community Products must be part of a formal agreement to do so. Agreements may be with individuals, co-operatives or communities.

1.0.2 The consequences of failing to meet these standards must be pre-negotiated and documented in the agreement.



1.0.3 If anyone involved in the Gorilla Friendly™ Park Edge Community Products supply chain fails to meet these standards, and/or misreports or misappropriates funds from sale of Gorilla Friendly™ Park Edge Community Products, enforcement action must be taken to correct the situation.

**Note:** Inability to make substantive corrections in a reasonable timeframe could include but is not limited to, suspension of certification and the loss of ability to market as Gorilla Friendly™ Park Edge Community Products.



## 2 Wildlife Conservation





## 2.0 Wildlife conservation

2.0.1 Certified products or enterprises must not cause any known harm to gorillas.

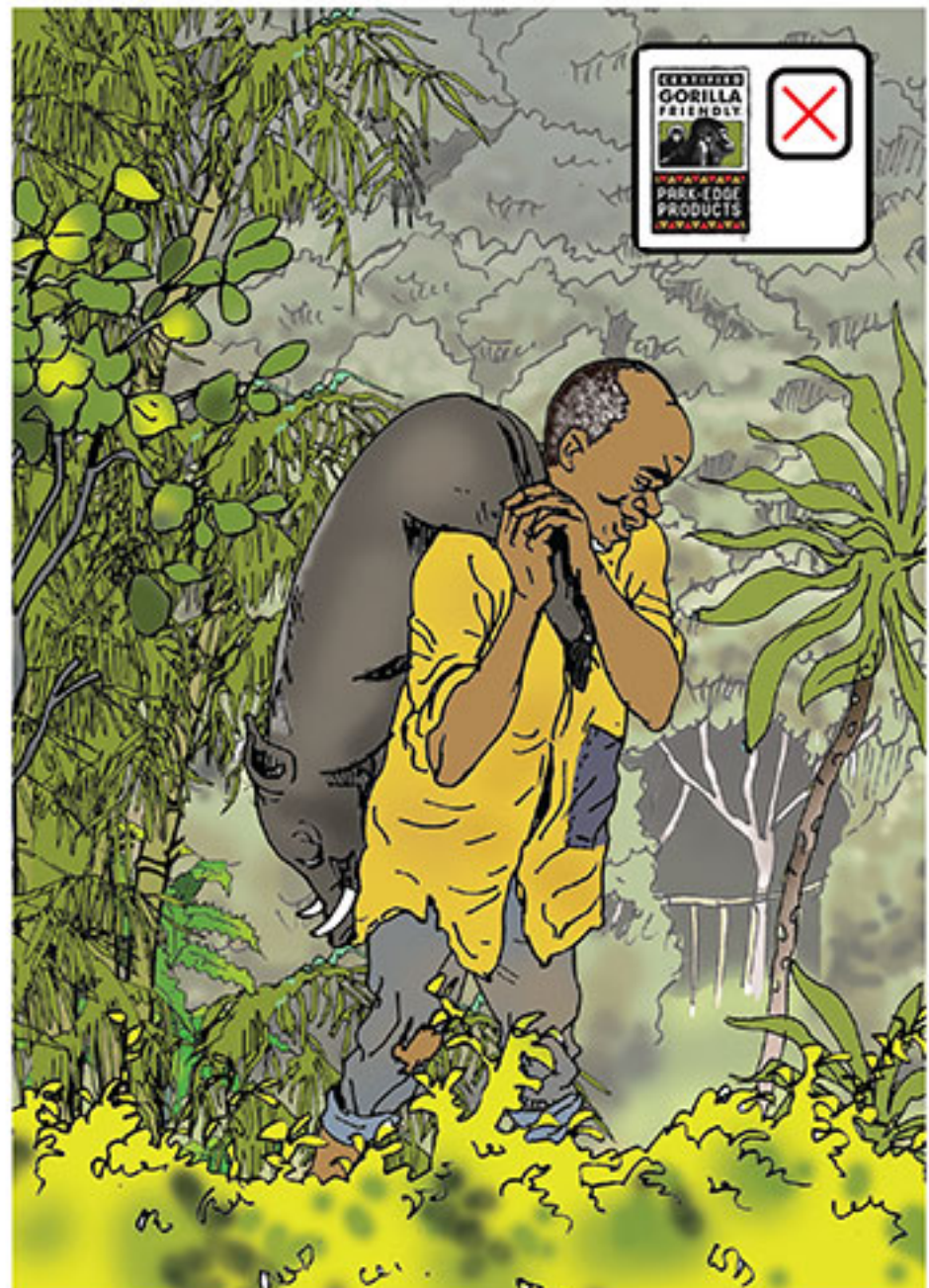
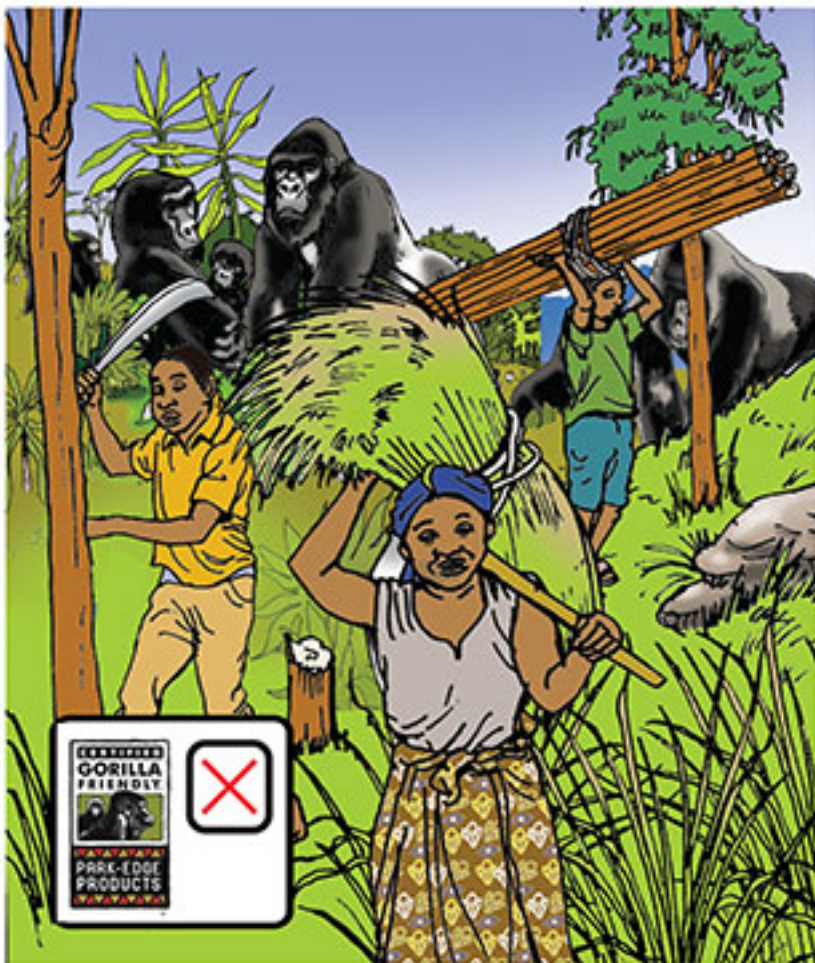


2.0.2 Those involved in the supply chain of Gorilla Friendly™ Park Edge Community Products must not reduce or otherwise negatively impact gorilla habitat.

**Note:** Those involved in the supply chain of Gorilla Friendly™ Park Edge Community Products include the people who have signed an agreement to be part of the Gorilla Friendly™ Park Edge Community Products programme, plus their households. Gorilla habitat in this standard includes any encroachment on the Park edge and/or cultivation within the Park.

2.0.3 Wildlife of any species must not be hunted or trapped inside the Park, by any person or entity involved in the supply chain of Gorilla Friendly™ Park Edge Community Products.

**Note:** This includes setting of snares or traps in the Park for any species.



2.0.4 Wildlife of any species must not be harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilization is sustainable, and in compliance with local to international laws. <sup>GSTC</sup>

2.0.5 Wildlife must not be held captive, except for properly regulated activities, in compliance with local and international law. <sup>GSTC</sup>



2.0.6 Living specimens of protected and wildlife species are only kept by those authorized and suitably equipped to house and care for them humanely. <sup>GSTC</sup>

Note: This includes temporary captivity of protected and wildlife species e.g. for photo opportunities

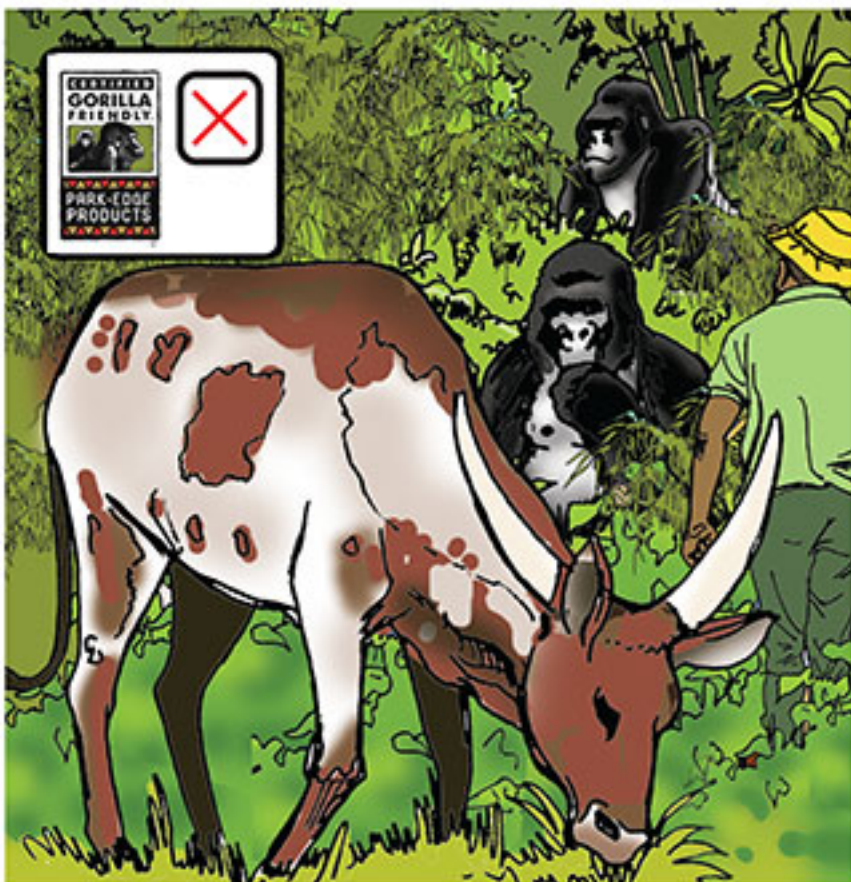


2.0.7 Those involved in the supply chain of Gorilla Friendly™ Park Edge Community Products must not participate in illegal timber, or non-timber forest product gathering in the Park.

Note: Only legal, regulated/registered resource use in the Park is allowed and only then by the individual who is regulated/registered to do so.



2.0.8 Those involved in the supply chain of Gorilla Friendly™ Park Edge Community Products must not graze livestock in the Park.

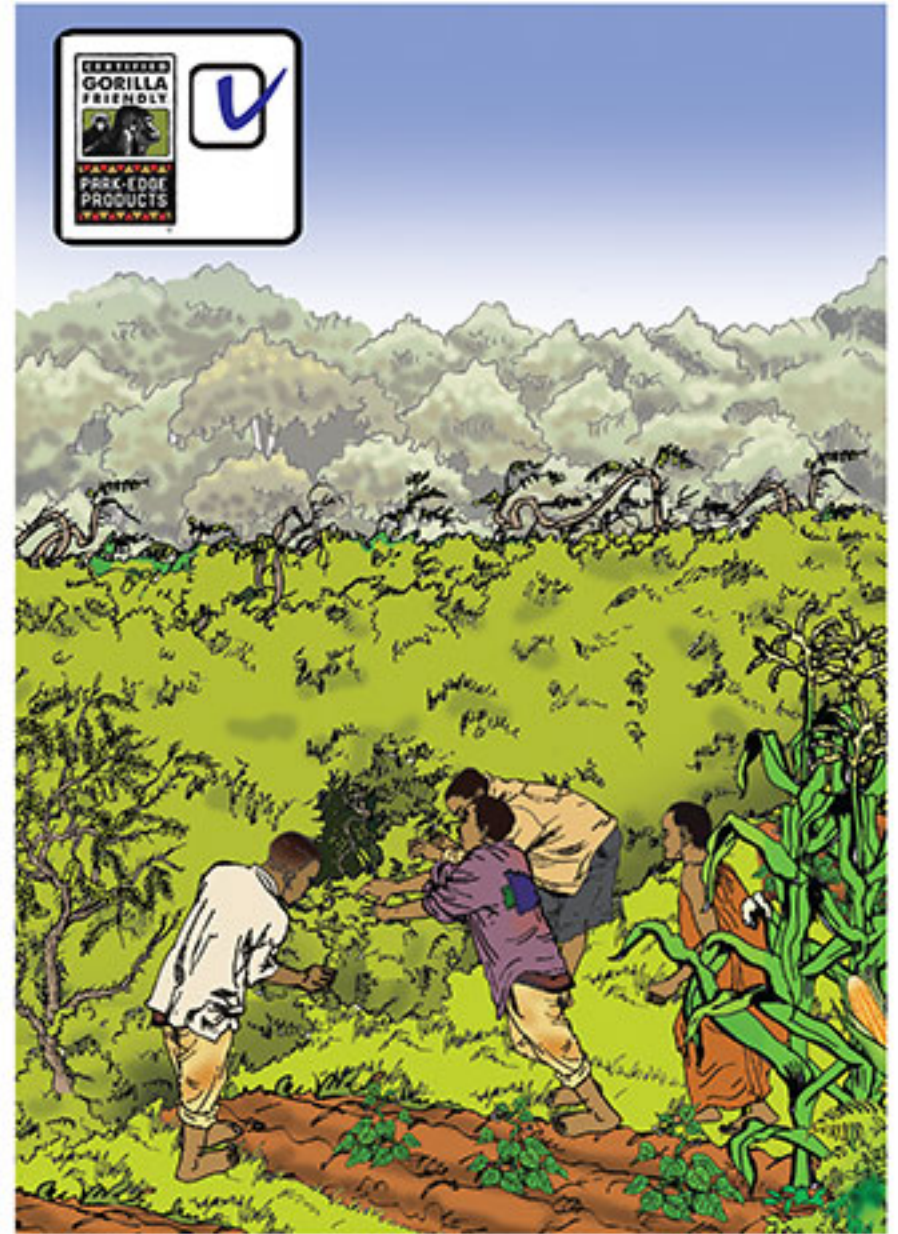
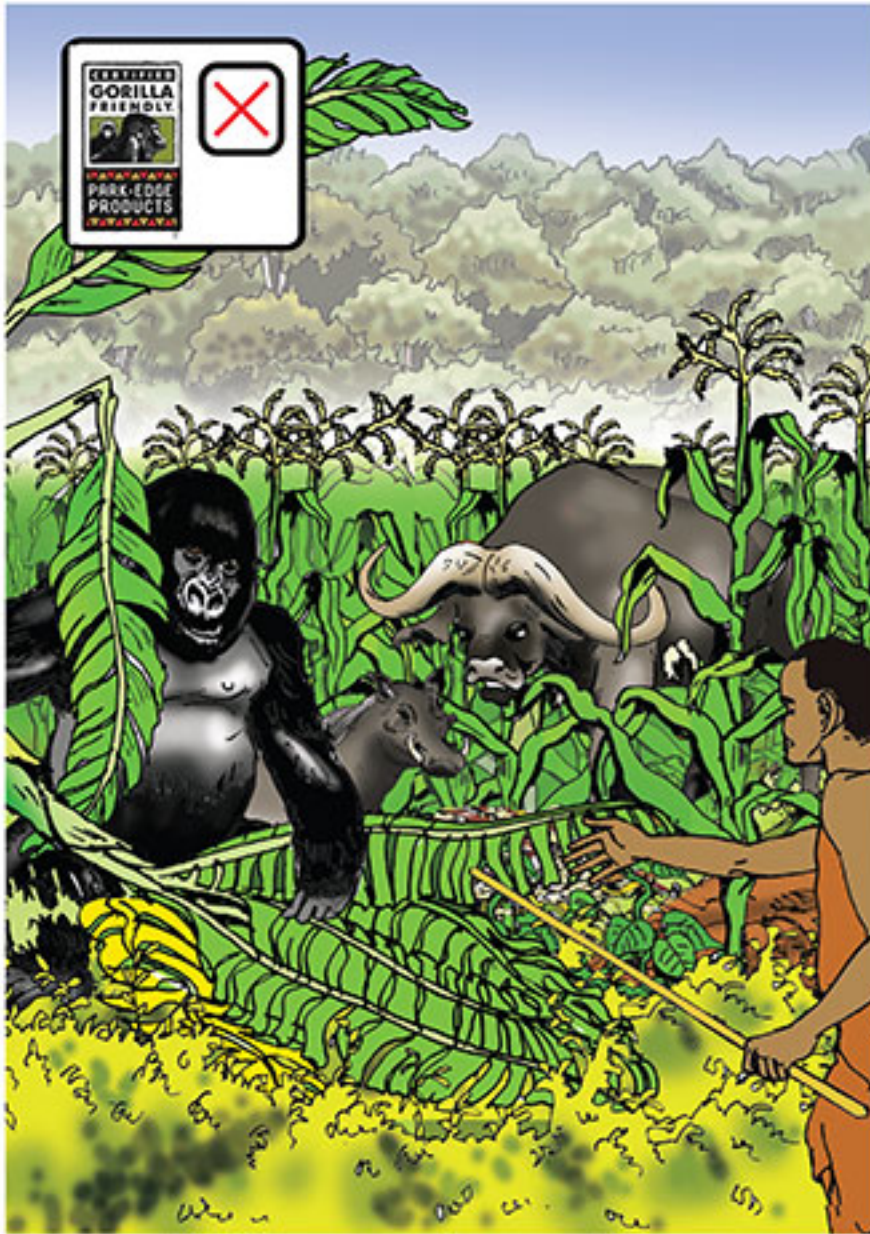


## 2.1 Human/wildlife conflict

Certified enterprises must not contribute to human/wildlife conflict. Human/wildlife conflict is defined as the problems that arise when wildlife – including, but not limited to, gorillas – and humans compete for access to critical resources such as food and habitat.

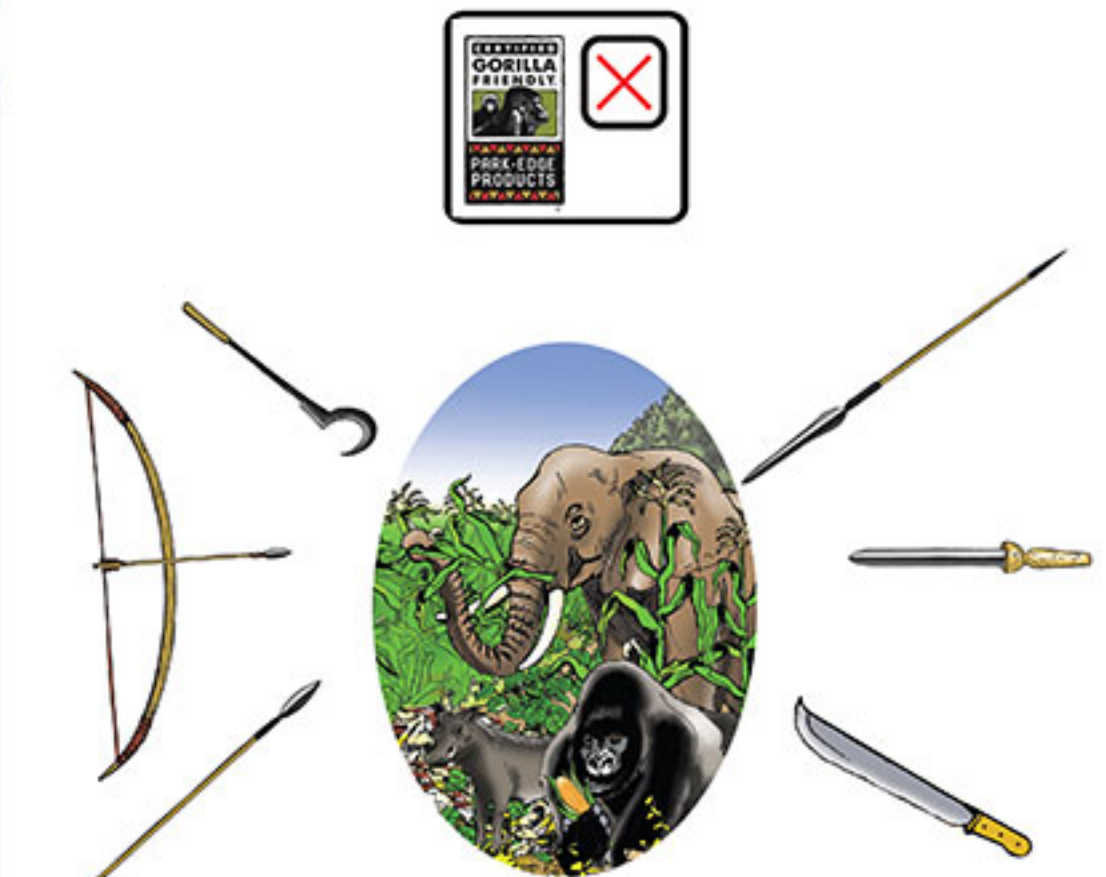


2.1.1 Where a thorn hedge exists to keep gorillas and other wildlife away from human habitation and crops, it must be maintained and any gaps should be filled.



**Recommended**

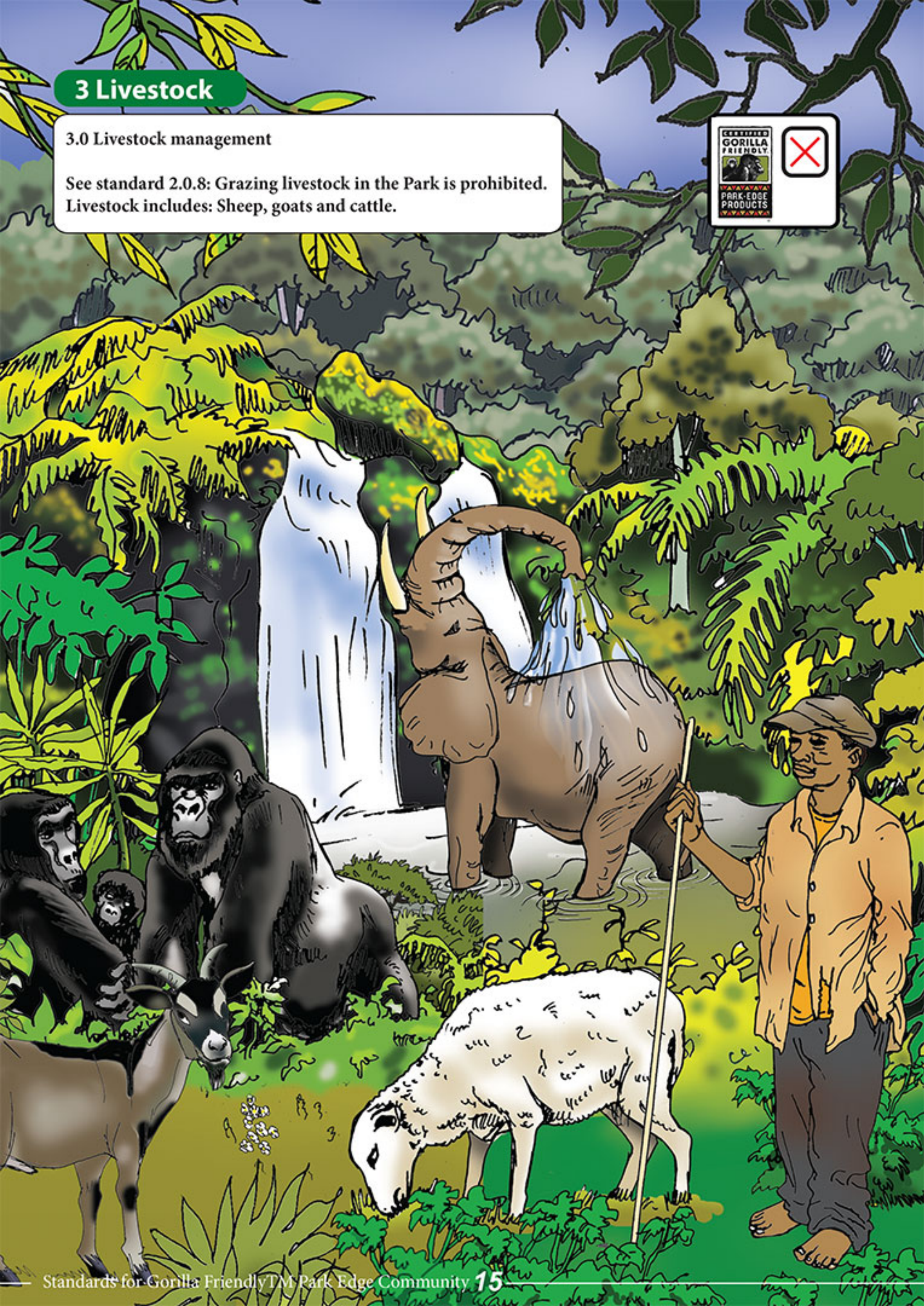
Those involved in the supply chain of Gorilla Friendly™ Park Edge Community Products should receive specific training on appropriate techniques for deterring crop raiding by gorillas and appropriate behaviour should gorillas enter community land.



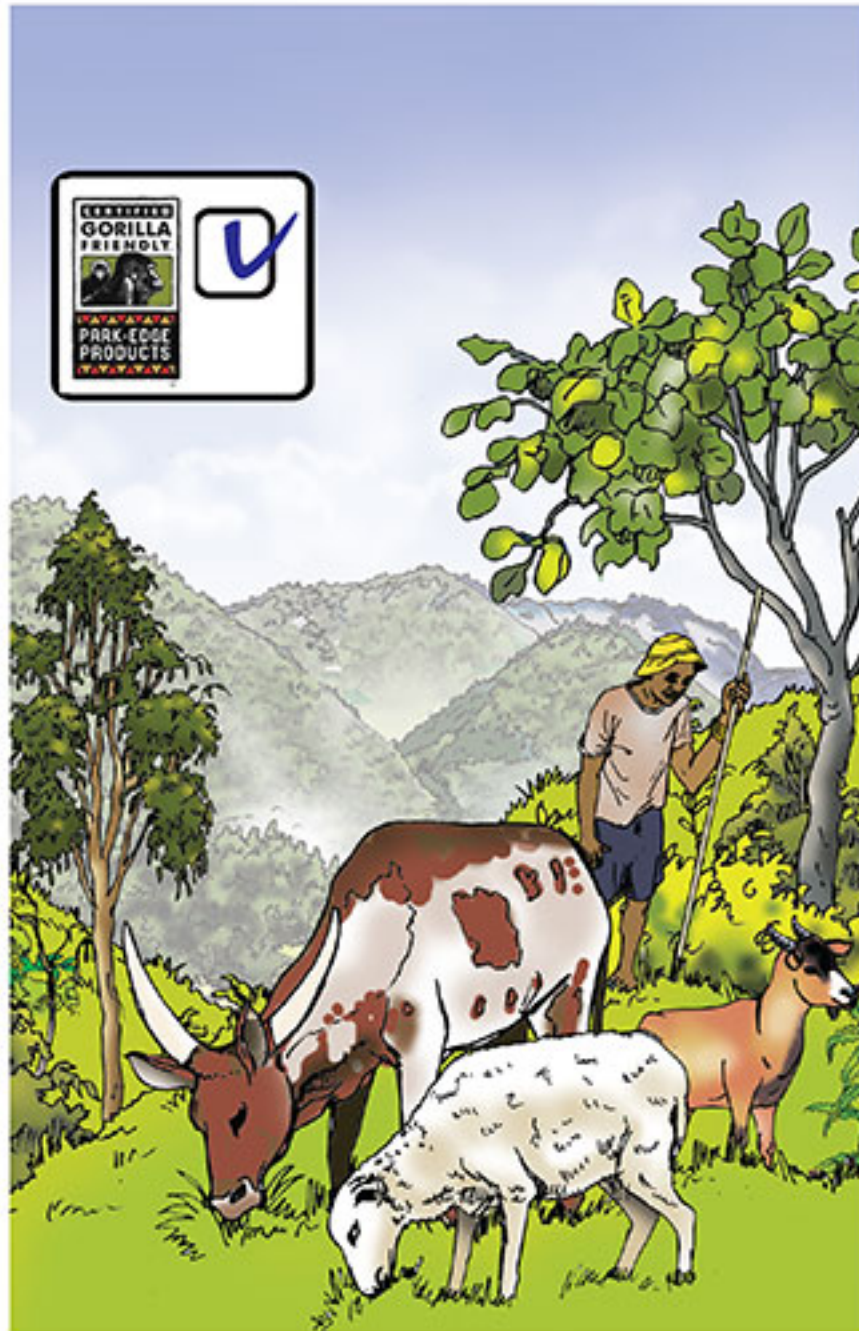
### 3 Livestock

#### 3.0 Livestock management

See standard 2.0.8: Grazing livestock in the Park is prohibited.  
Livestock includes: Sheep, goats and cattle.



3.0.1 Livestock grazing must not cause conflict with other wildlife.

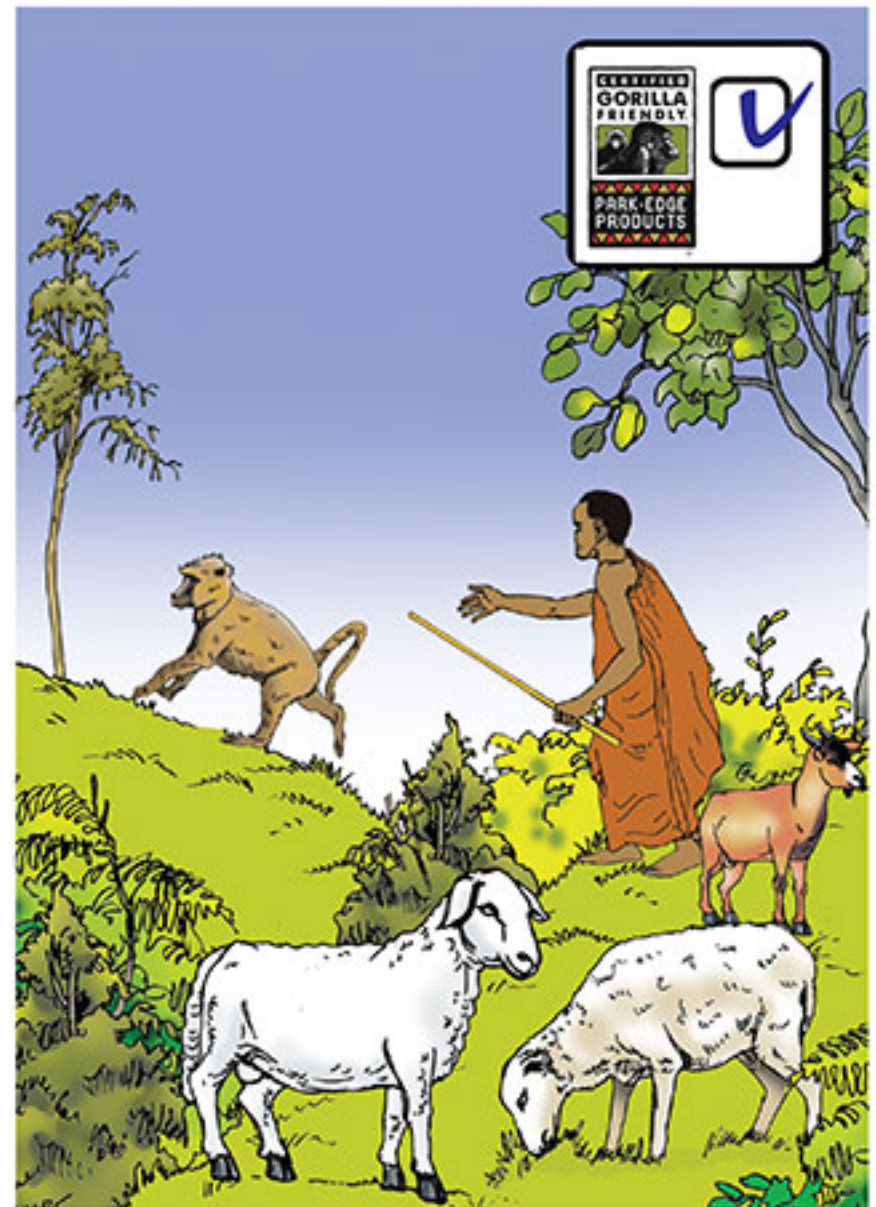


3.0.3 Non-lethal control must be the first defence against predators.



3.0.2 Livestock farmers must protect their animals from predators.

**Note:** Predators could include baboons, chimps, leopards, servals, and African Golden cats.



3.0.4 If non-lethal methods fail, livestock farmers must not poison predators.

**Note:** See also Standard 2.0.3 which prohibits trapping (including snaring) of any wildlife including predators in the Park.



## 4 Resources and waste

### 4.0 Waste

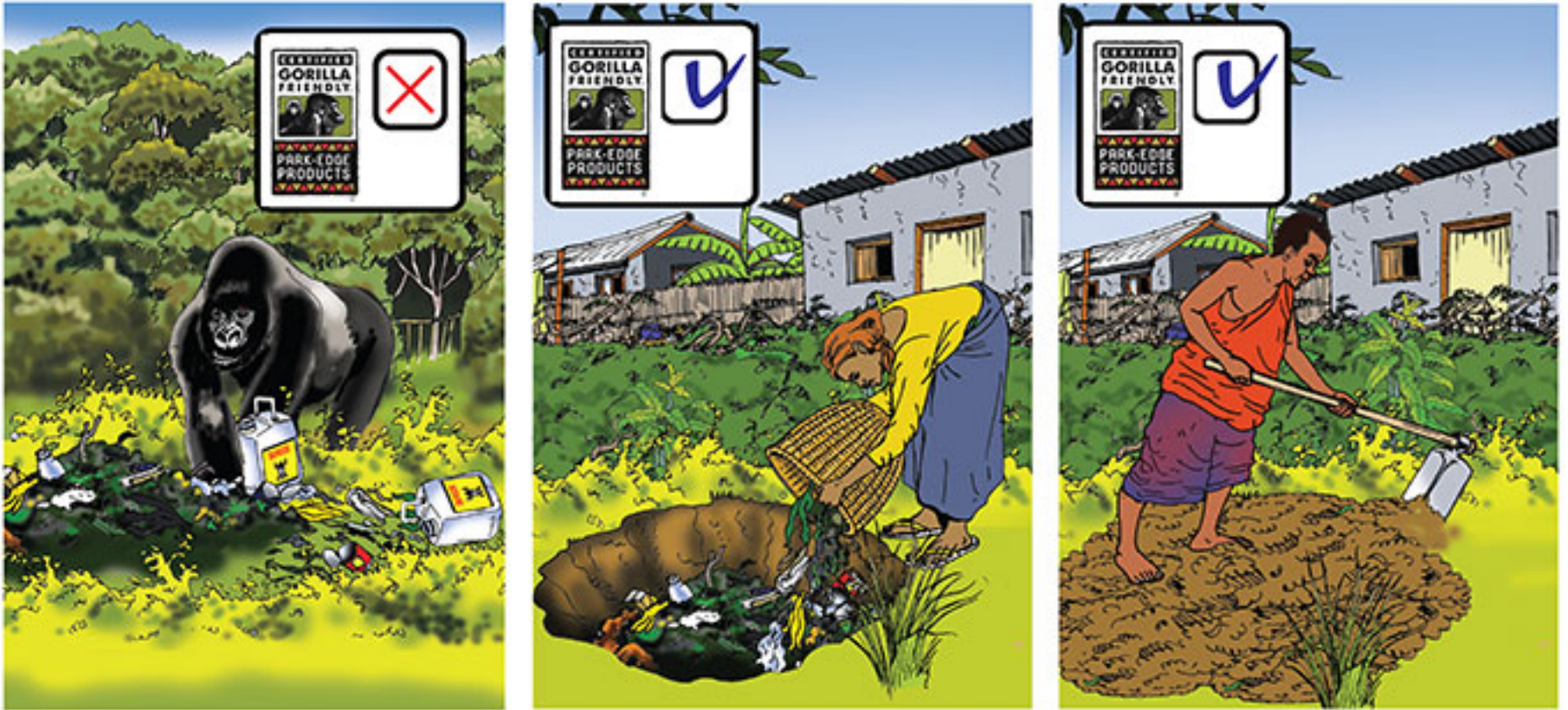




4.0.1 Waste must be disposed of with no adverse effects on local communities, gorillas, other wildlife and the environment. <sup>GSTC</sup>

#### 4.0.2 Recommended

Sanitary facilities such as protected pit latrines should be promoted by those involved in the production, processing and marketing of Gorilla Friendly™ Park Edge Community Products.



#### 4.1 Harmful substances and chemicals

4.1.1 All storage, use, handling, and disposal of chemicals must be properly managed. <sup>GSTC</sup>



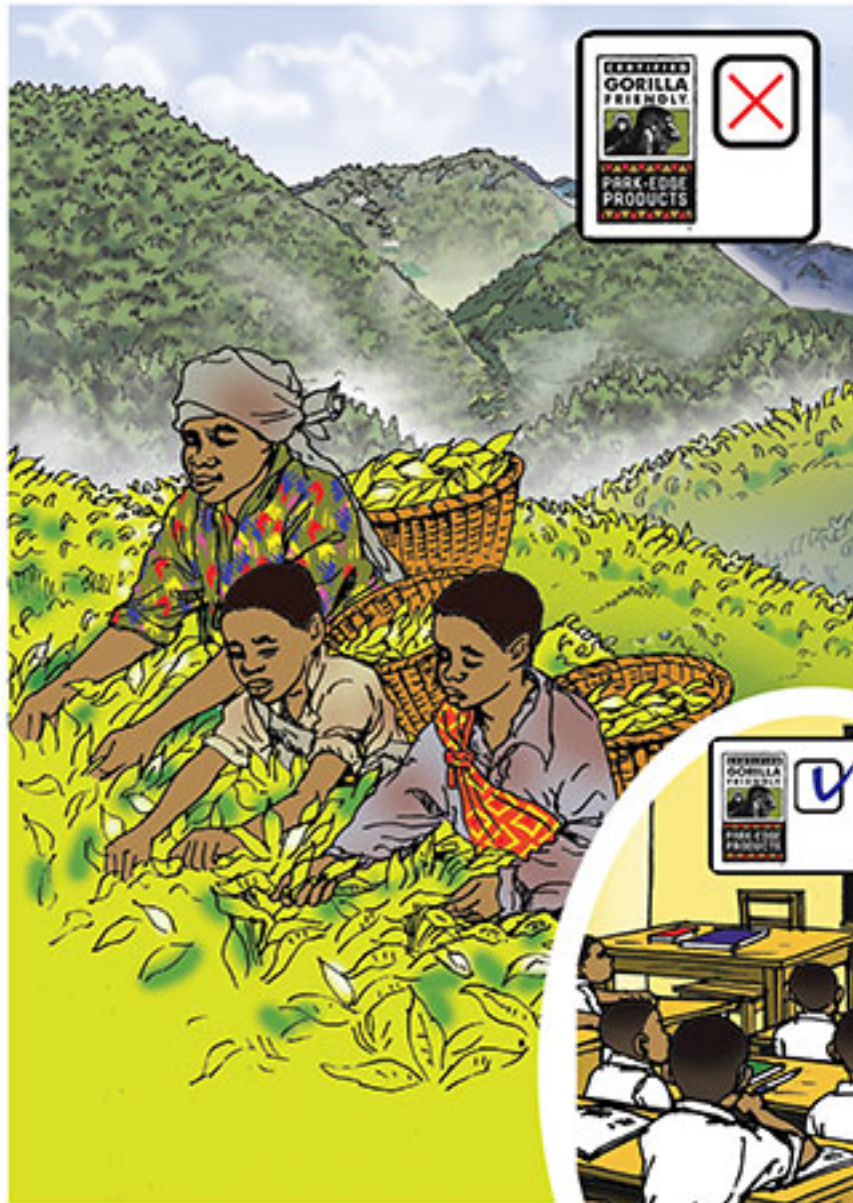
## 5 Local economy and working conditions



## 5.0 Human and Workers Rights

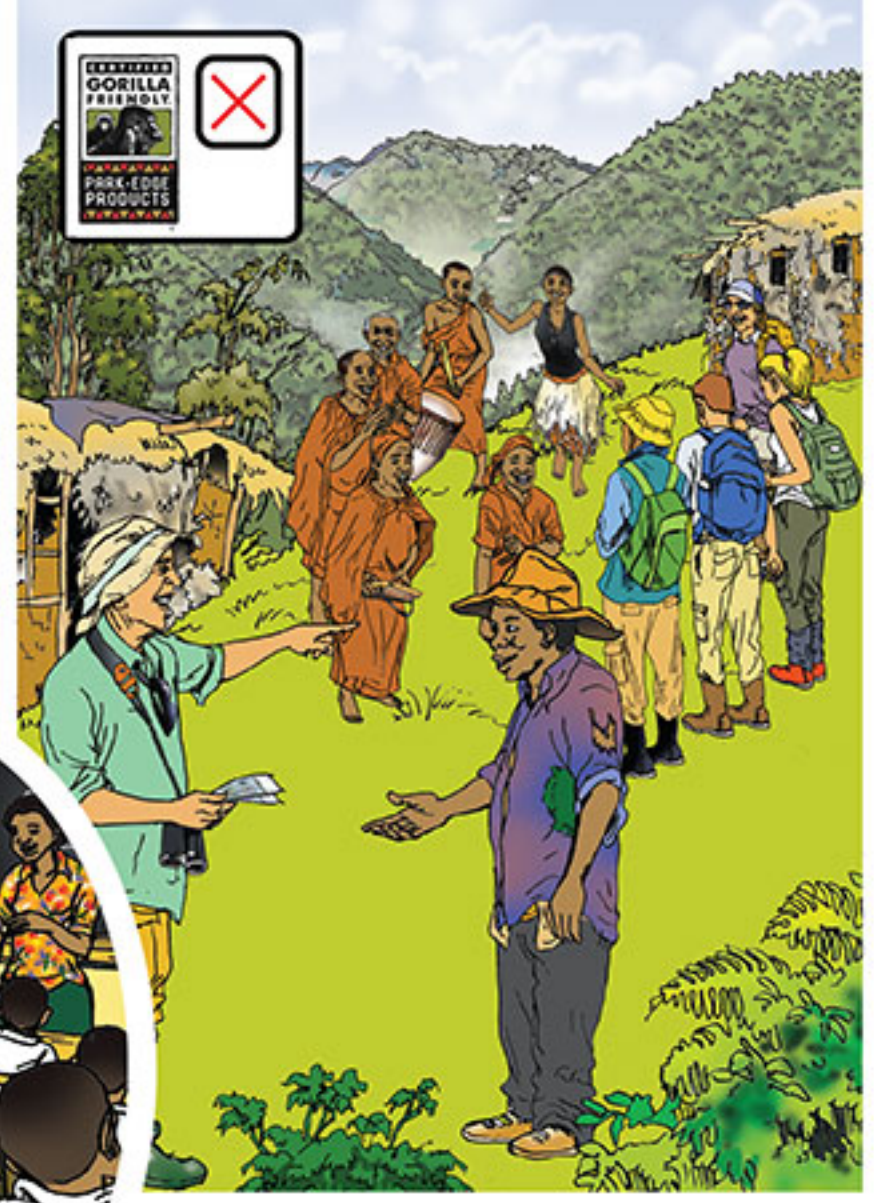
5.0.1 Certified enterprises must not contribute to child exploitation. <sup>GSTC</sup>

**Note:** Child exploitation includes any activity which uses or displays orphans. In addition, child exploitation includes any activity which prohibits children from attending school, or includes children in cultural performances, or uses child labour beyond what would be considered reasonable contribution to household chores.



5.0.2 Certified enterprises must not contribute to exploitation of women or Batwa.

**Note:** Exploitation includes any activity which promotes women or Batwa without their full consent or without their full integration into the decision-making process and benefits sharing.



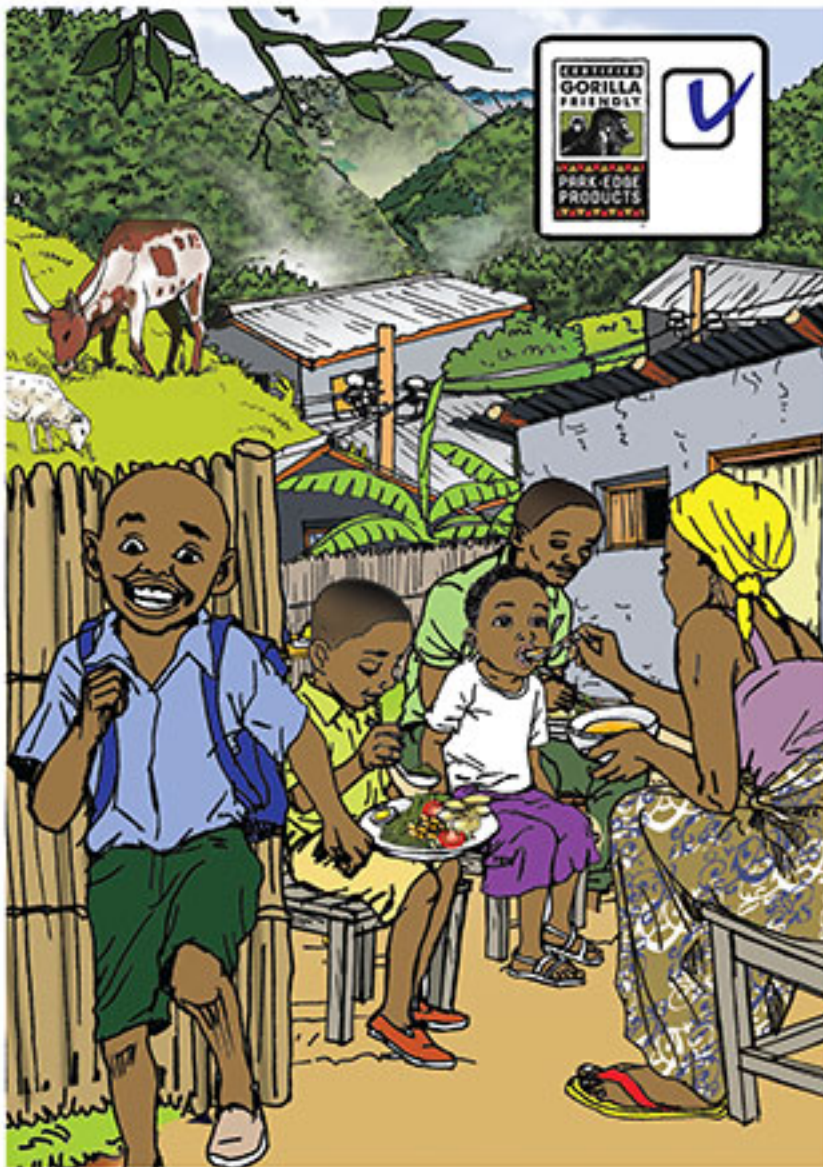
5.0.3 Recommended  
There should be action to empower women and disadvantaged groups to become involved in certified enterprises.



## 5.1 Local Economy

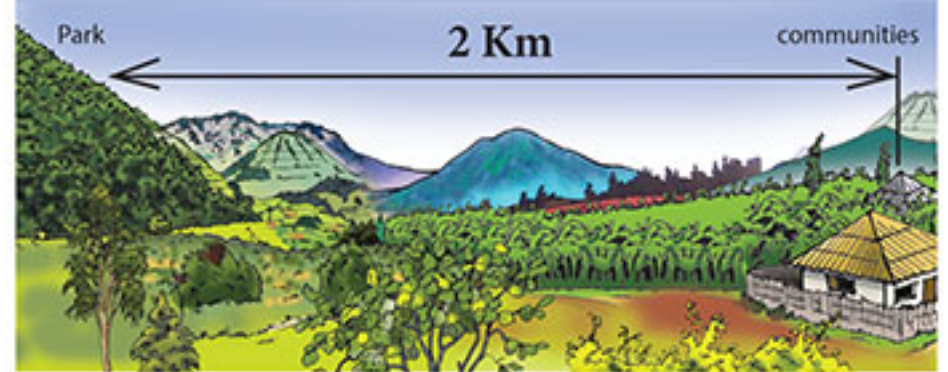


5.1.1 Certified products must contribute to increases in local incomes and/or improvements to livelihoods.  
**Note:** To help ensure communities living with gorillas adopt conservation-compatible practices, the associated benefits should be tangible and significant.



5.1.2 Individuals or communities living within 2km of the edge of a Park must be involved in and benefit from the supply chain of the Gorilla Friendly™ Park Edge Community Products.

**Note:** A direct link between product and producer is essential for certification under these standards. Products that donate a percentage of profits to park edge communities fall outside of the scope of these standards.



5.2 Governance and Accountability for those producing Gorilla Friendly™ Park Edge Community Products

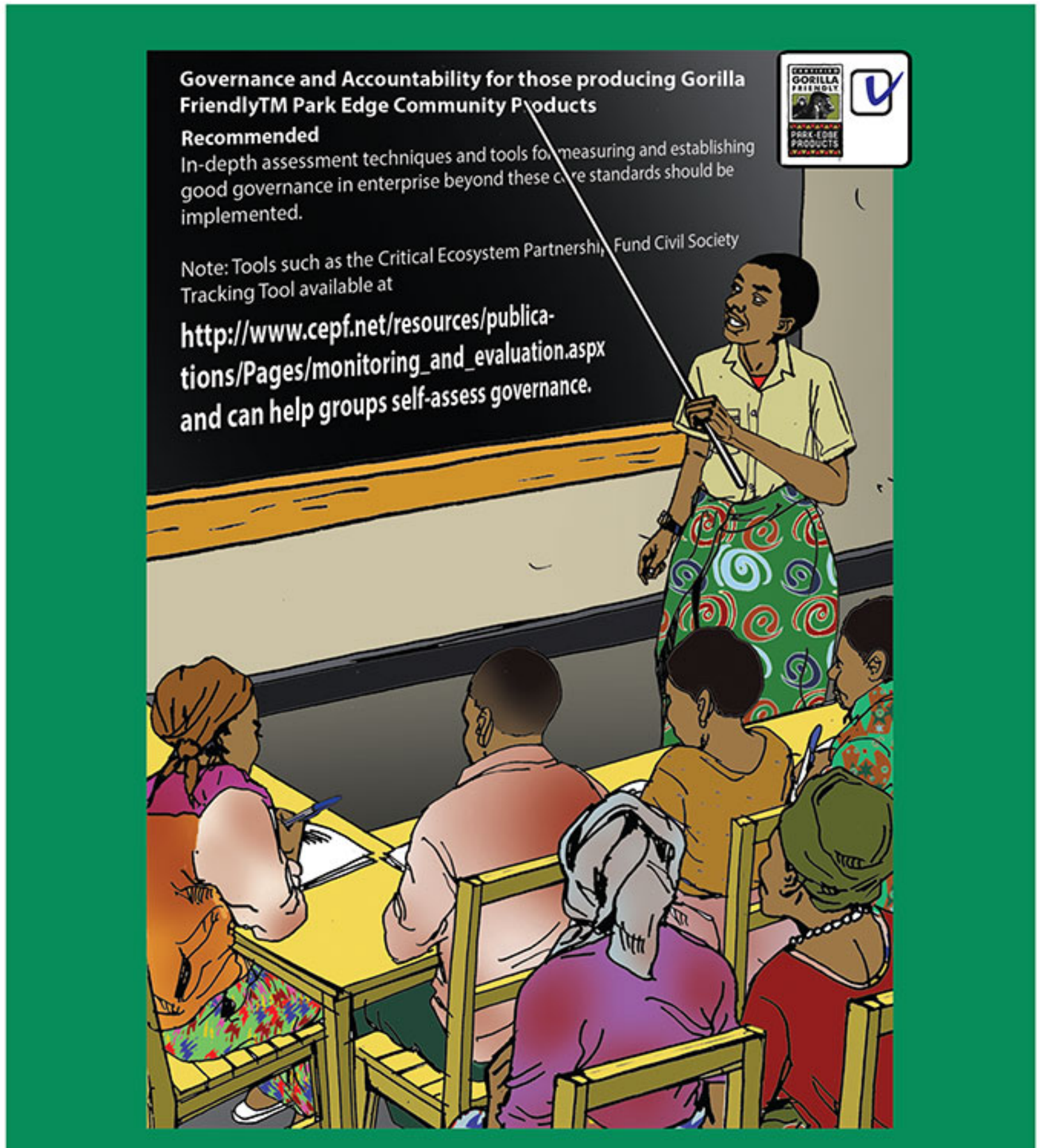


This section refers to the governance of any group that has an agreement (see Section 1.0) to produce Gorilla Friendly™ Park Edge Community Products. Groups could be community groups or co-operatives. These standards describe how the group must operate.

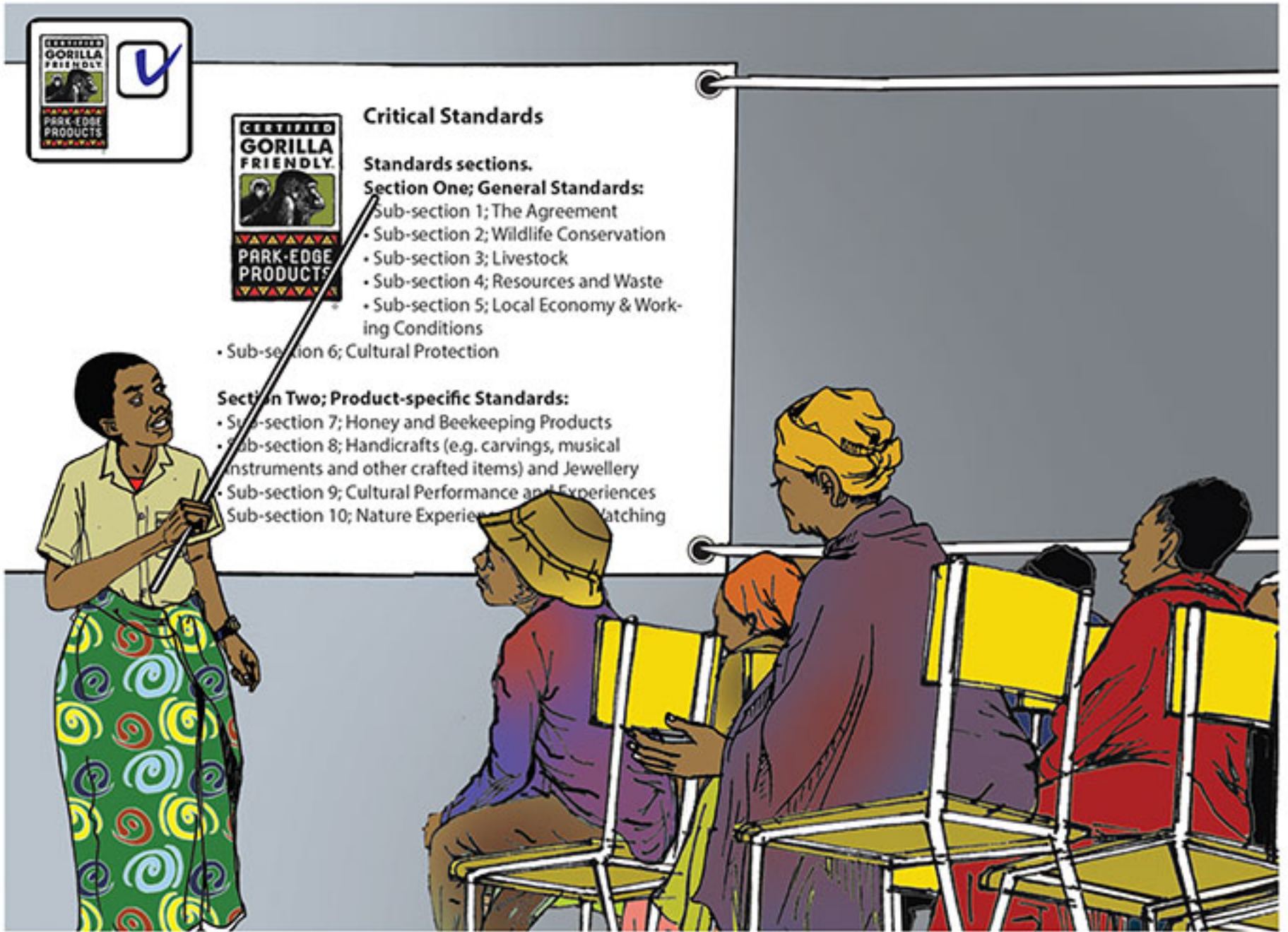
### 5.2.1 Recommended

In-depth assessment techniques and tools for measuring and establishing good governance in enterprise beyond these core standards should be implemented.

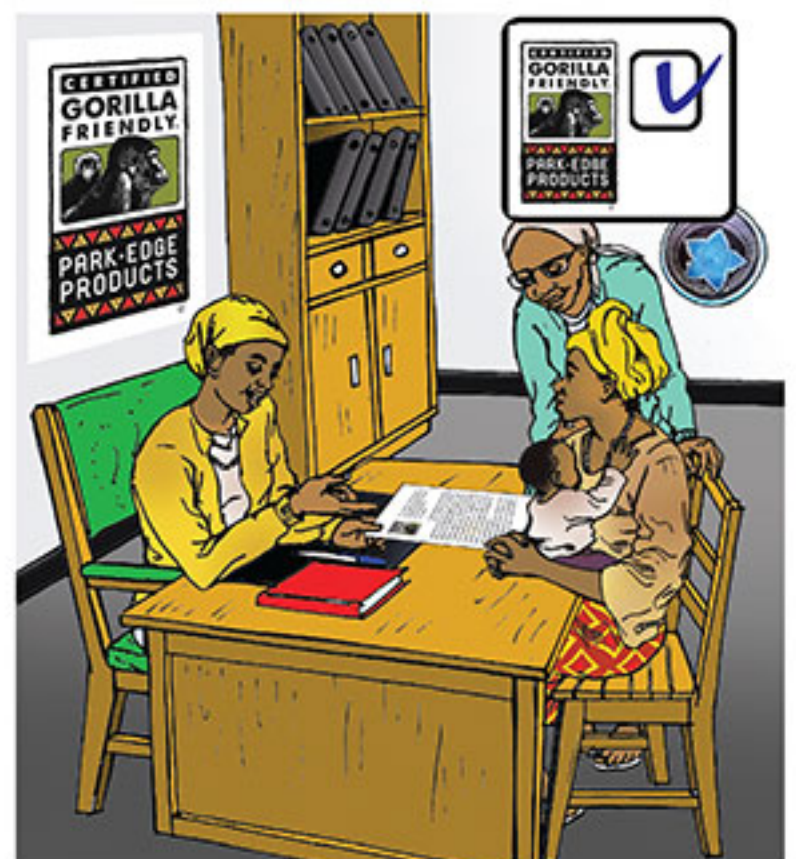
Note: Tools such as the Critical Ecosystem Partnership Fund Civil Society Tracking Tool available at [http://www.cepf.net/resources/publications/Pages/monitoring\\_and\\_evaluation.aspx](http://www.cepf.net/resources/publications/Pages/monitoring_and_evaluation.aspx) and can help groups self-assess governance.



5.2.2 Any communication and/or agreements within the group must be prepared in the languages of use and for members who are unable to read, these must be fully discussed and understood through verbal communication.

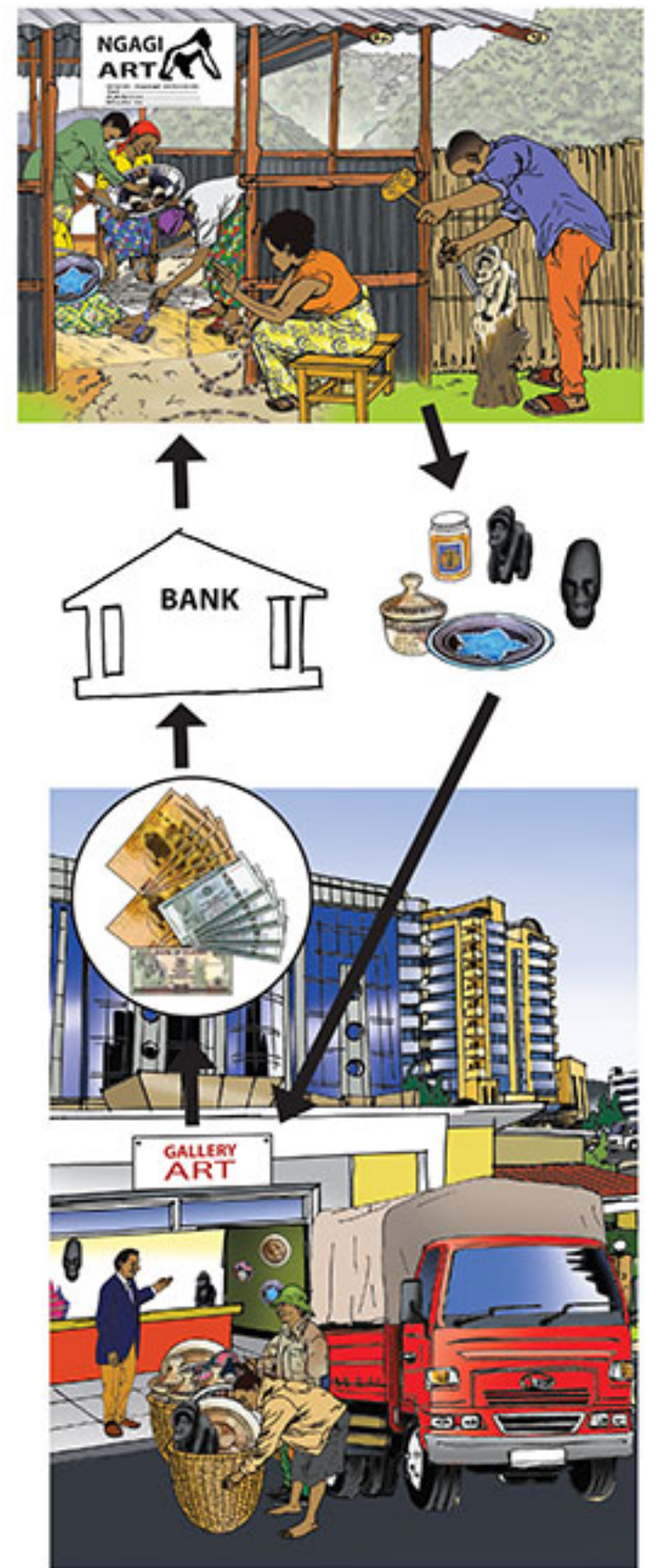


5.2.3 There must be transparent, written criteria that define individual or community eligibility to participate in the Gorilla Friendly™ Park Edge Community Products enterprise.



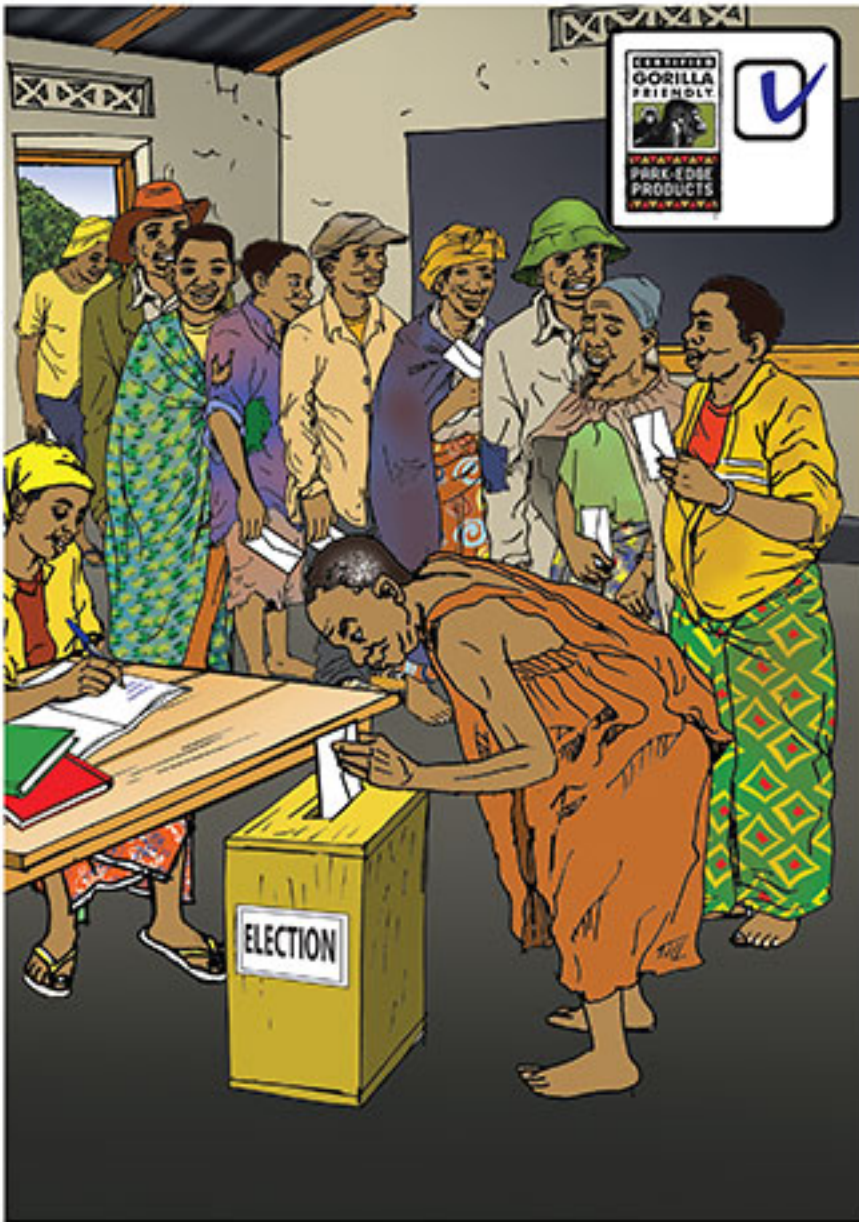
5.2.4 Signed agreements must clearly define the responsibilities of individual and/or community, NGO, business and other partners to each other and identify the conditions under which any transfer of money, goods or services occur.

**Note:** It is recommended that the agreement include stipulation on how the producers will be recognized by any other partner involved in the marketing of the product to consumers.





5.2.5 Any governance structures established within a collective effort for Gorilla Friendly™ Park Edge Community Products must be representative of its members with clear and agreed internal regulations.

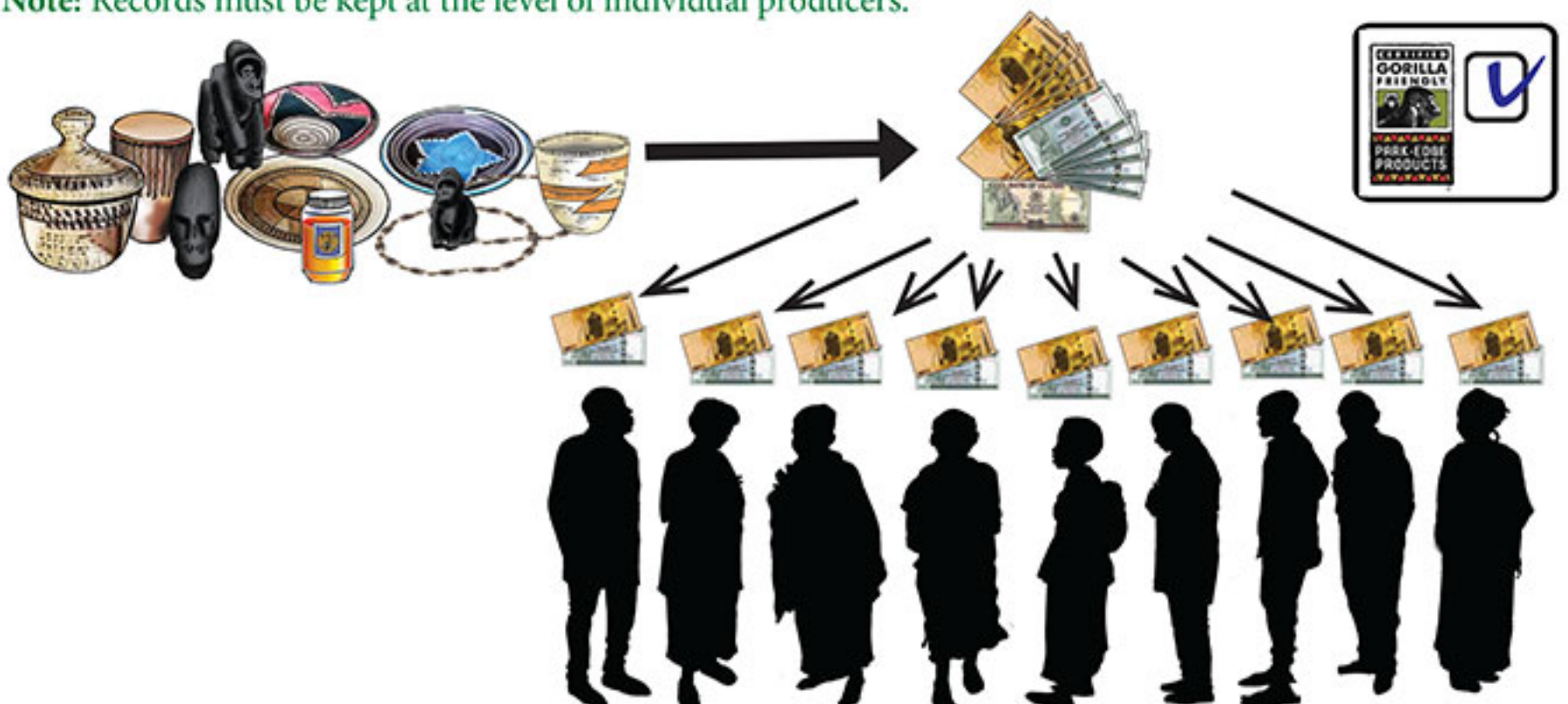


5.2.6 Any governance structures established within a collective effort for Gorilla Friendly™ Park Edge Community Products must meet as agreed, keep records of these meetings and have them available upon request.



5.2.7 Those involved in producing Gorilla Friendly™ Park Edge Community Products must have a transparent process for keeping records and reporting earnings and fair distribution of profits among members/beneficiaries and have them available upon request.

**Note:** Records must be kept at the level of individual producers.

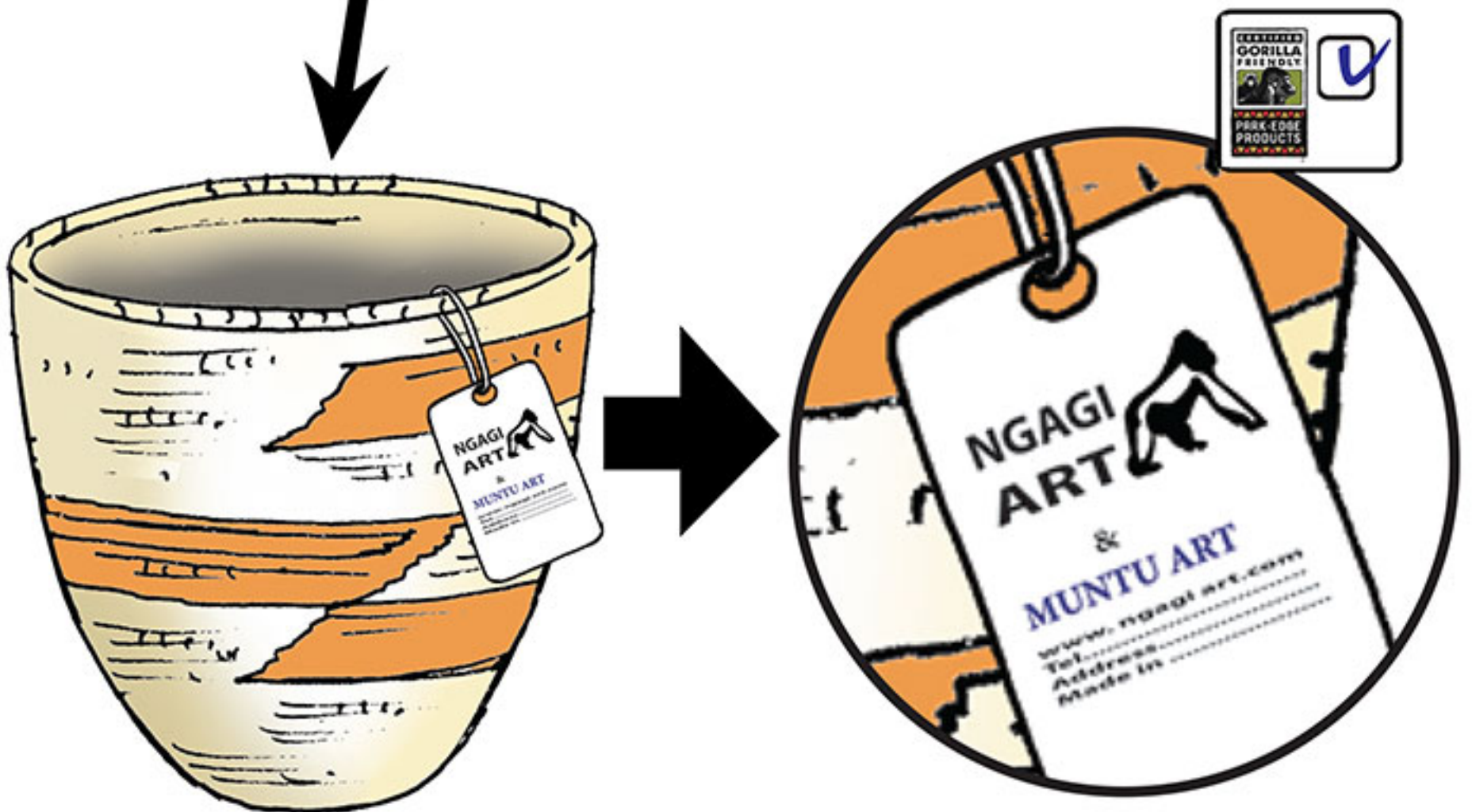
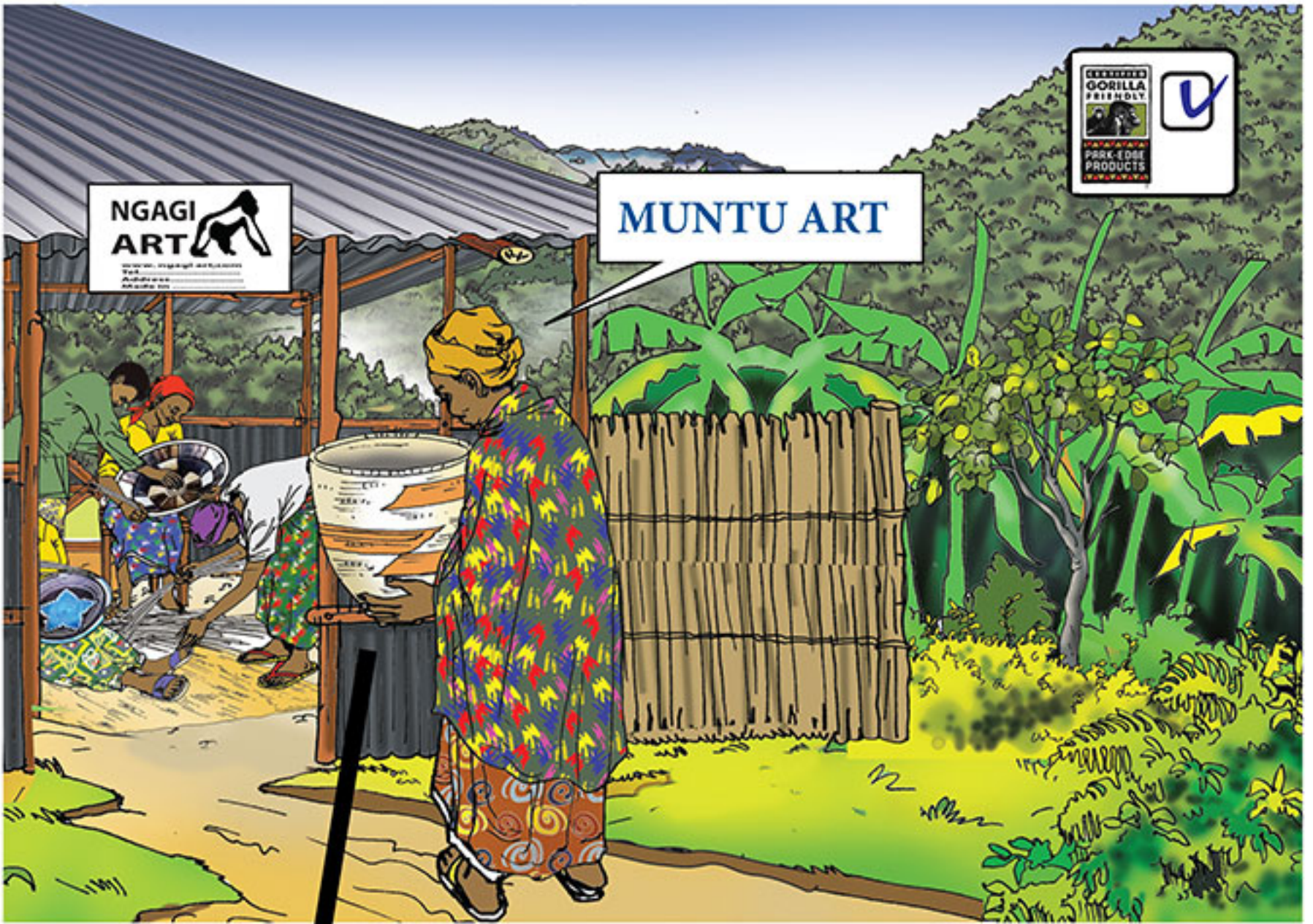


5.2.8 Certified enterprises must have a formal mechanism to act if community members or beneficiaries have claims of misreporting or misappropriation of funds.



### 5.2.9 Recommended

The individual producer's name should be added to the label of the specific products he or she has contributed to producing, through the supply chain.



## 6 Cultural Protection



### 6.0 Protection of properties and sites

**6.0.1** Certified enterprises must contribute to the protection and preservation of local historical, archaeological, culturally and spiritually important properties and sites, and must not impede access to them by local communities.<sup>GSTC</sup>

**Note:** This standard is about respecting the rights of all groups or communities and their important properties and sites.

## Section Two – Specific Product Types

Section Two defines the standards by specific product types.

Enterprises must meet all the requirements defined in Section One and additionally follow the requirements for the product(s) that they wish to certify as Gorilla Friendly™ Park Edge Community Products.

Section Two includes:

- Sub-section 7; Honey and Beekeeping Products
- Sub-section 8; Handicrafts and Jewellery
- Sub-section 9: Cultural performance and experiences
- Sub-section 10: Nature Experiences and Bird Watching

### Honey and Beekeeping Products



### Cultural performance and experiences

#### Handicrafts and Jewellery



#### Nature Experiences and Bird Watching



# 7 Honey and Beekeeping Products



## 7.0 Honey production

7.0.1 Beehives must either be sited outside of the Park, or be legally sited within the Park.



7.0.2 The location of beehives must not cause conflict with local communities.



7.0.3 There must be mitigation measures in place to prevent chimps, baboons and other wildlife from raiding hives.

**Note:** Measures could include use of Mauritius thorn hedges around hive sites.



7.0.4 Smoking bees to collect honey or for other management must only be carried out by people competent to do so.



### 7.0.5 Recommended

Honey should be harvested without the use of fire.

**Note:** Smoking bees by using fire is a risk for wild fires.



### 7.0.6 Honey must be collected and stored hygienically.

**Note:** Hygienic collection includes using clean equipment and storing honey in clean jars with tight fitting lids.

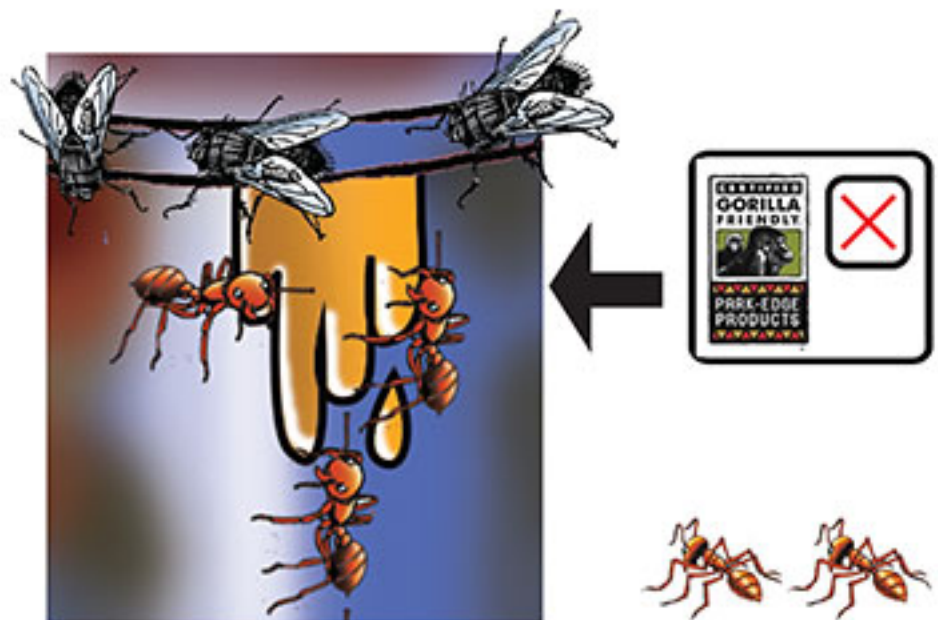


### 7.0.7 Recommended

The date that different batches of honey is collected should be recorded.



### 7.0.8 Honey must be free from mould, insects, insect debris, brood and any other foreign substances.



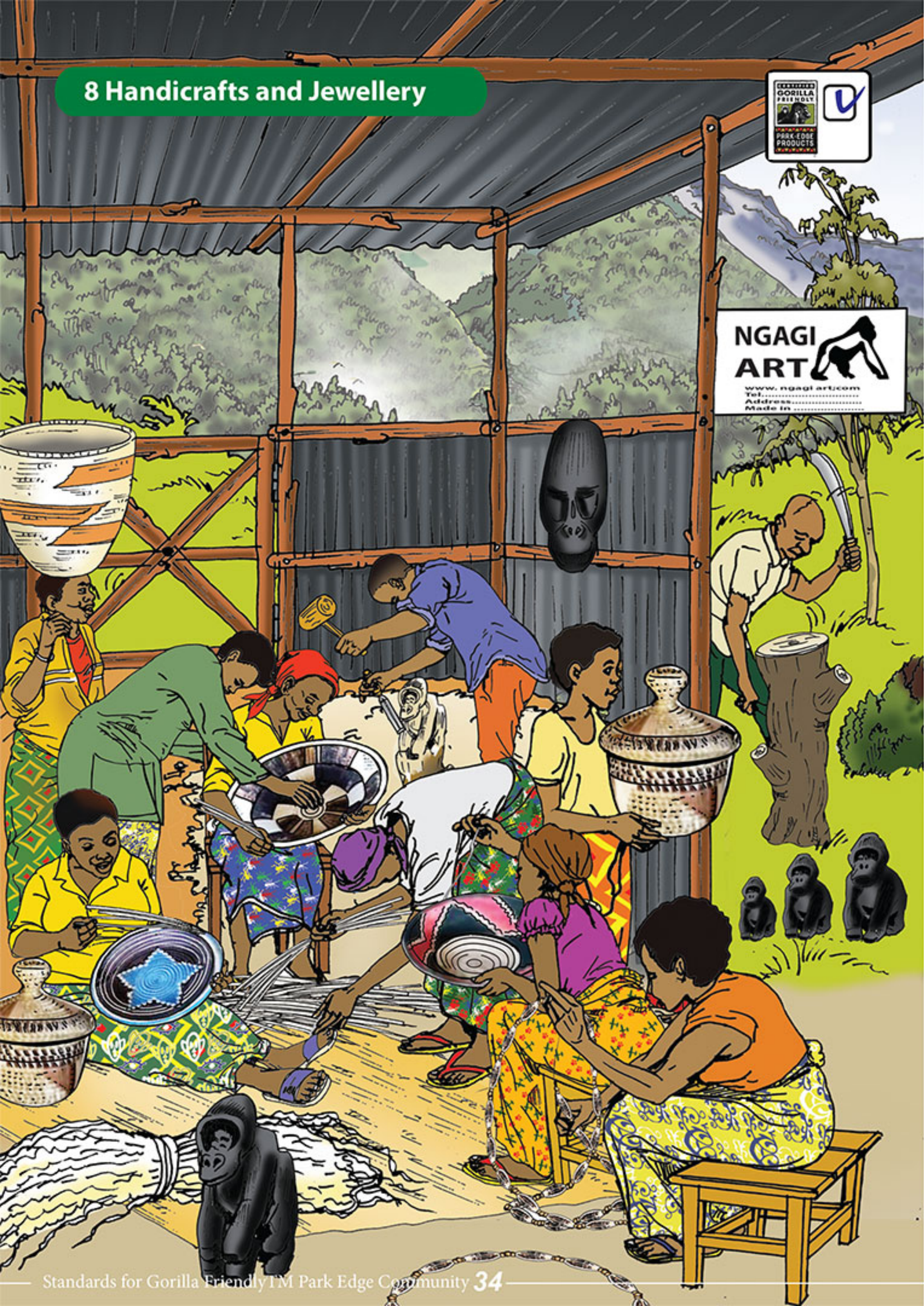


## 8 Handicrafts and Jewellery



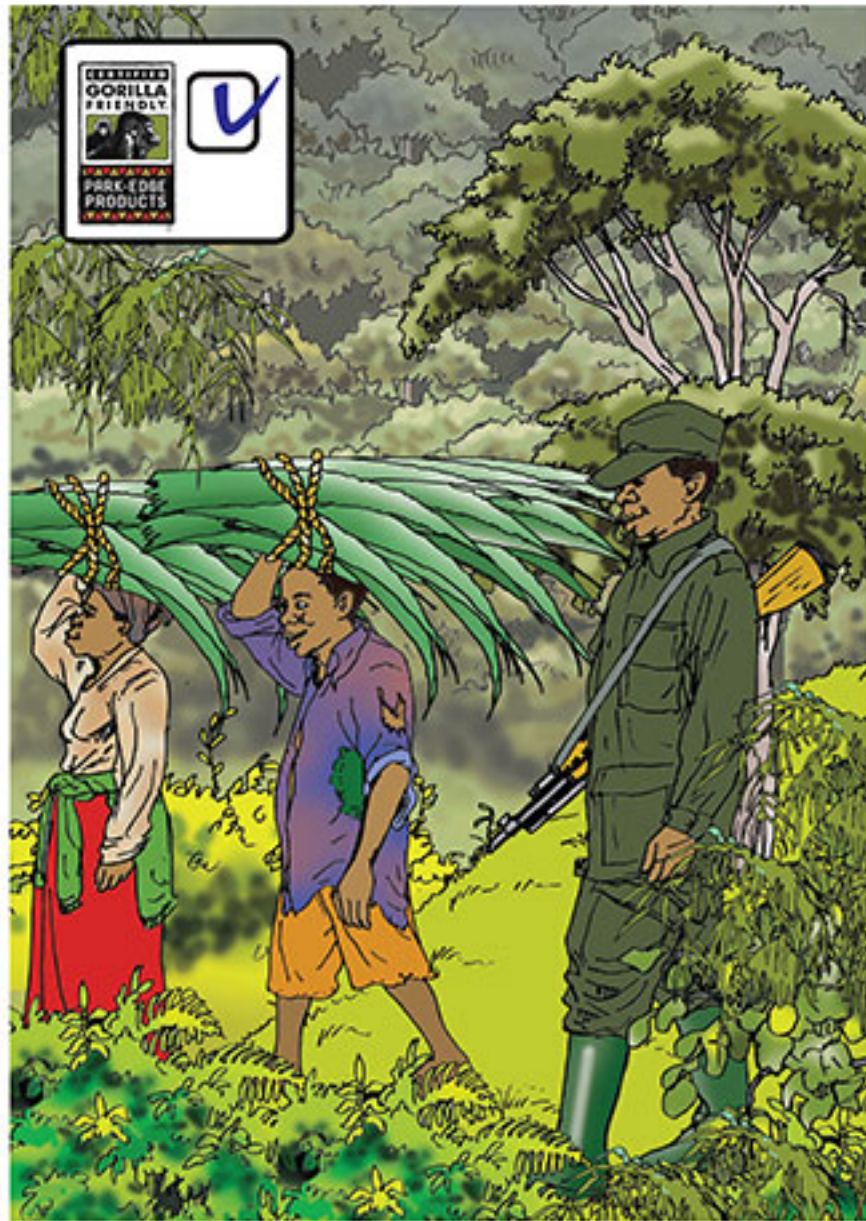
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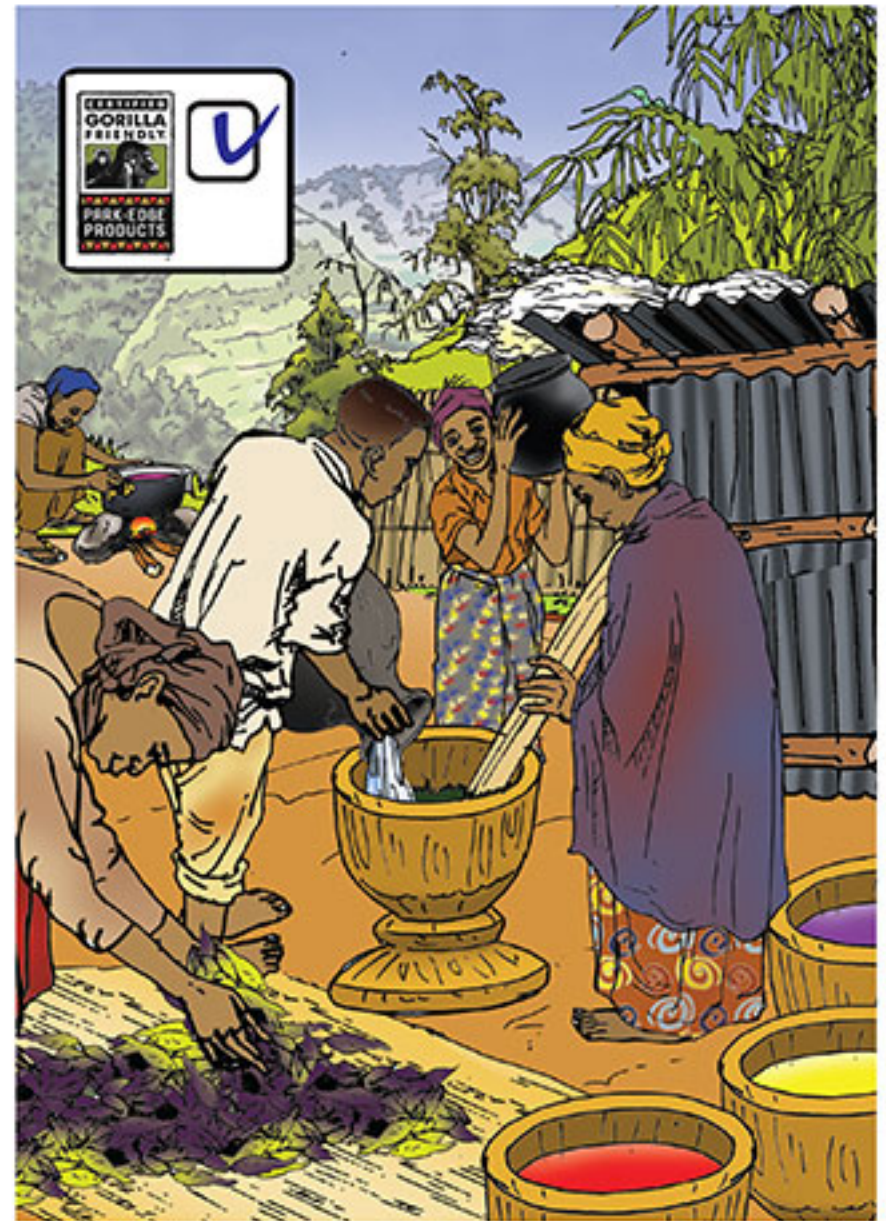
## 8.0 Materials for handicrafts and jewellery

8.0.1 Materials for use in handicrafts or jewellery, including materials for making dyes, must be collected legally.



### 8.0.2 Recommended

There should be efforts to ensure a sustainable supply of materials for use in handicrafts and jewellery, including materials for making dyes.



### 8.0.3 Recommended

When plants are used for handicrafts and/or jewellery, replanting efforts outside the Park should be promoted and implemented.



## 9 Cultural performance and experiences



## 9.0 Participants and tourists

9.0.1 All participants in cultural performances and/or experiences must give informed consent.

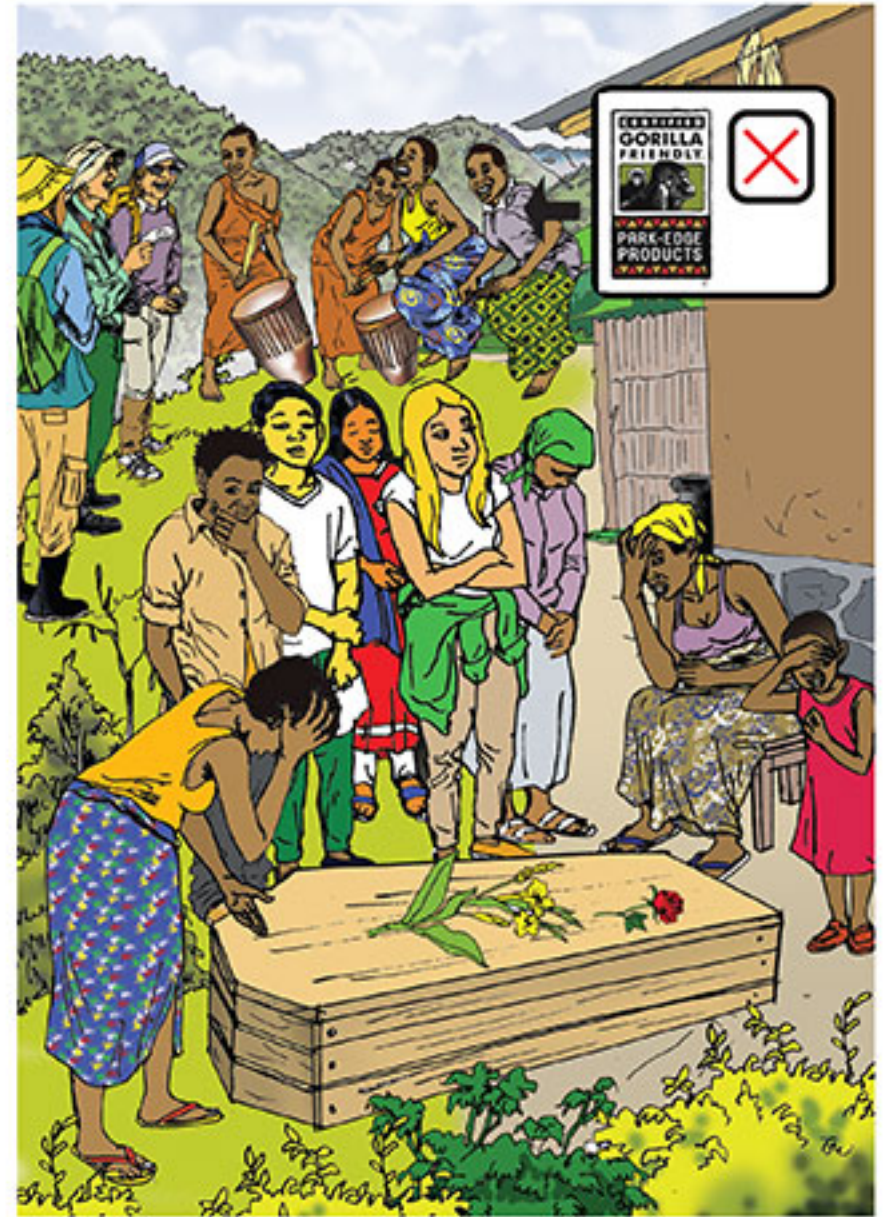
**Note:** This is inclusive of experiences which may expose the larger community to interact with tourists while going about their daily routine. Dialog at the community level is important part of the process to ensure consent and identification of those who choose not to be involved.



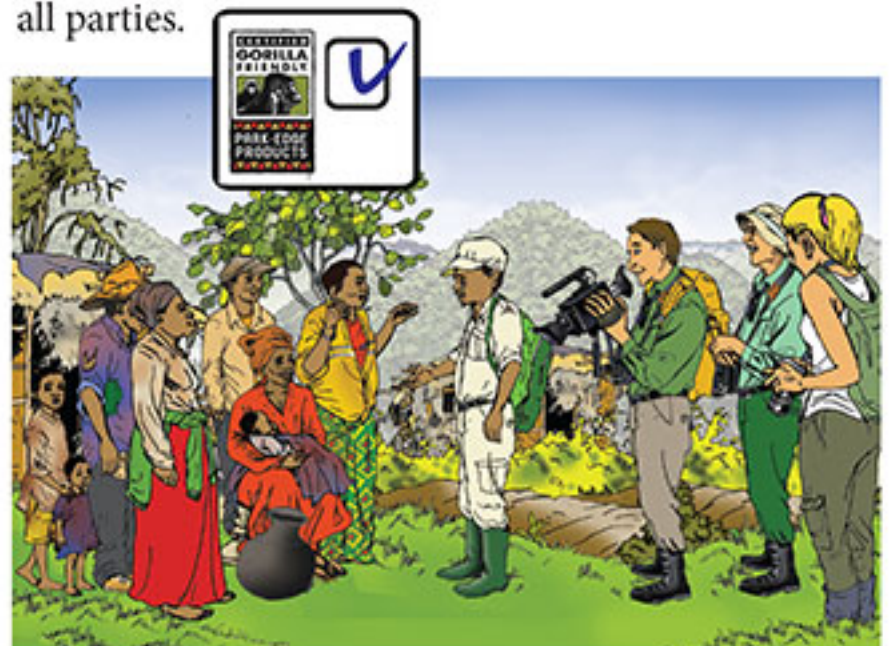
9.0.3 Movement of tourists through agricultural lands must be negotiated and managed so as not to cause crop damage or conflict with members of the community.



9.0.2 A mechanism must be in place to manage situations where a performance or experience must be rescheduled or altered to avoid conducting these activities during a period of mourning or other inappropriate time for a tourist to be interacting with the community.

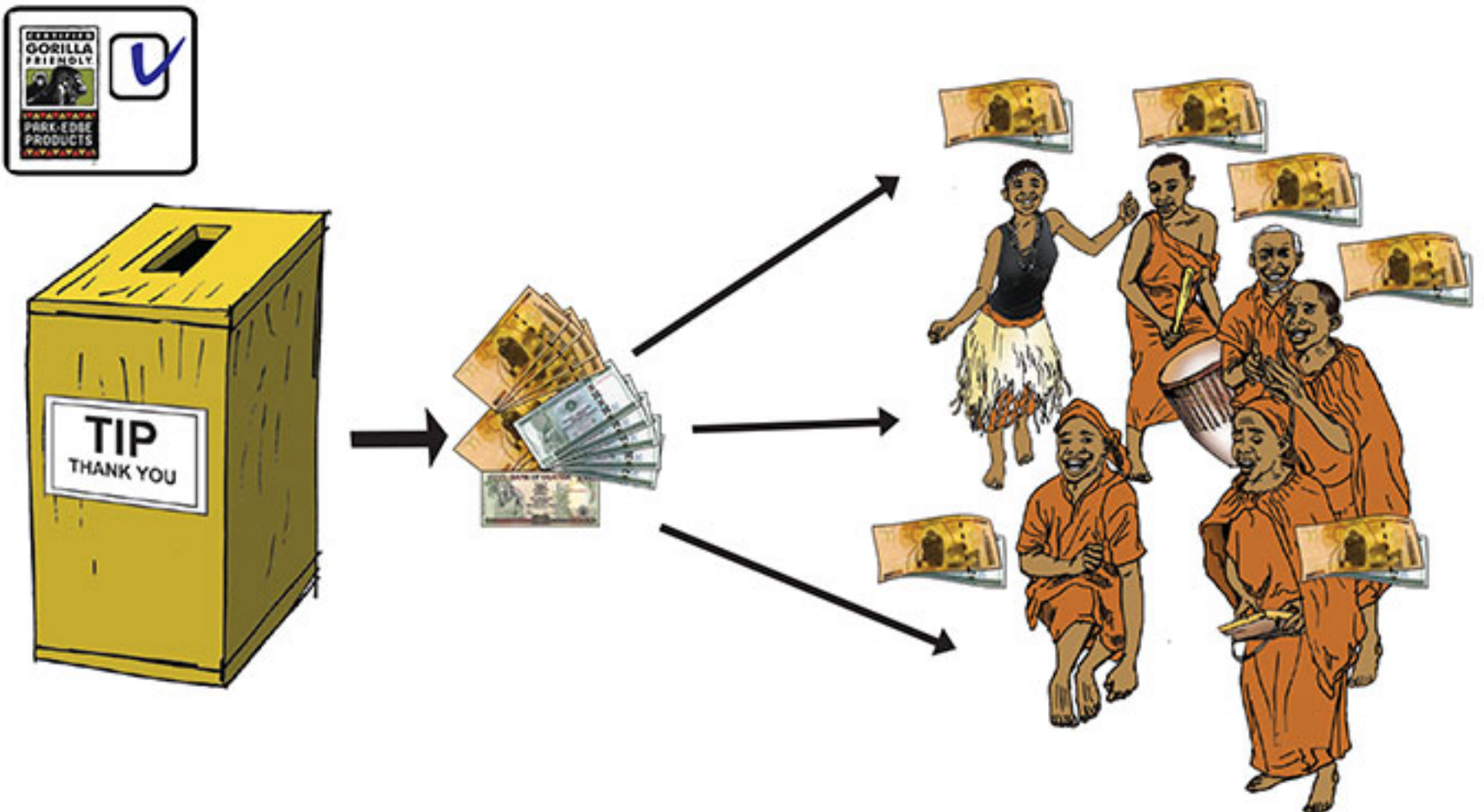
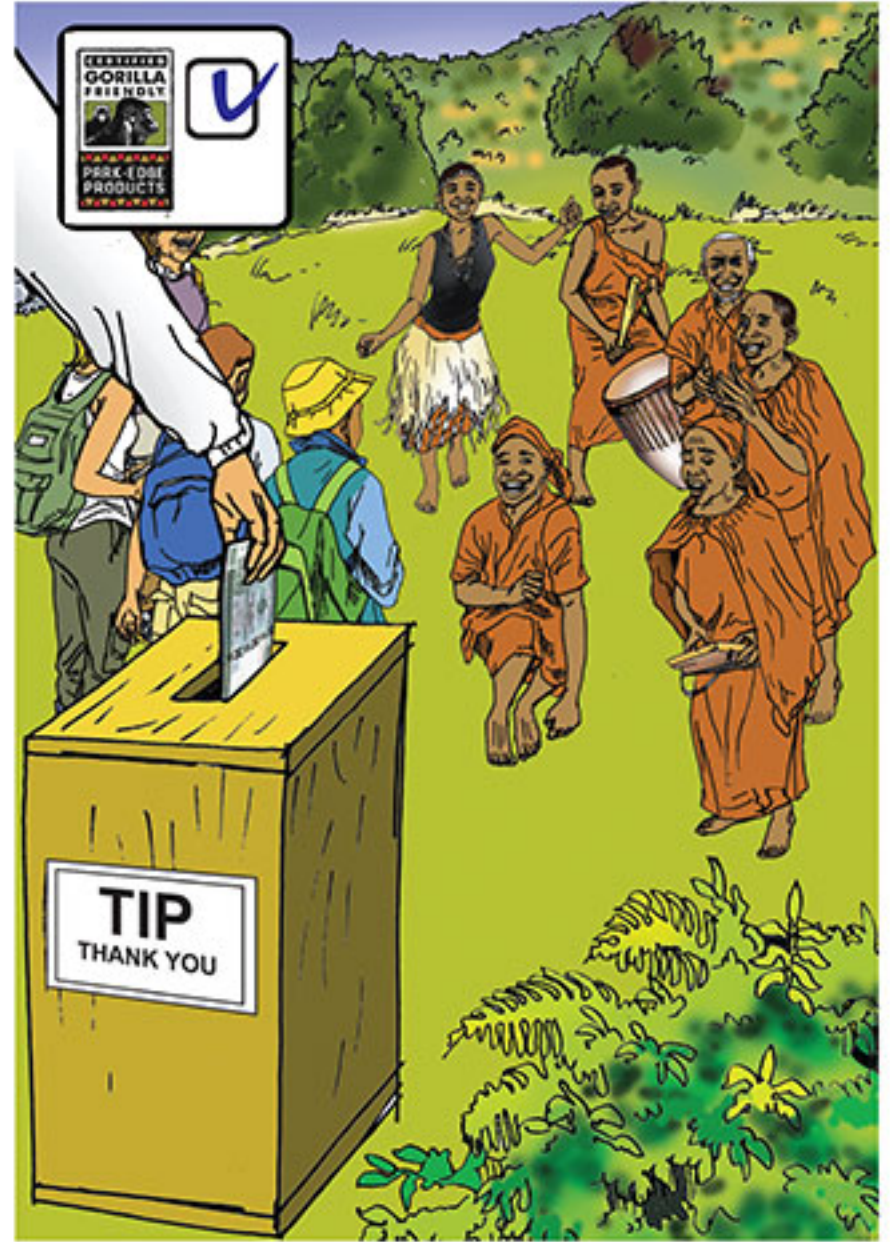
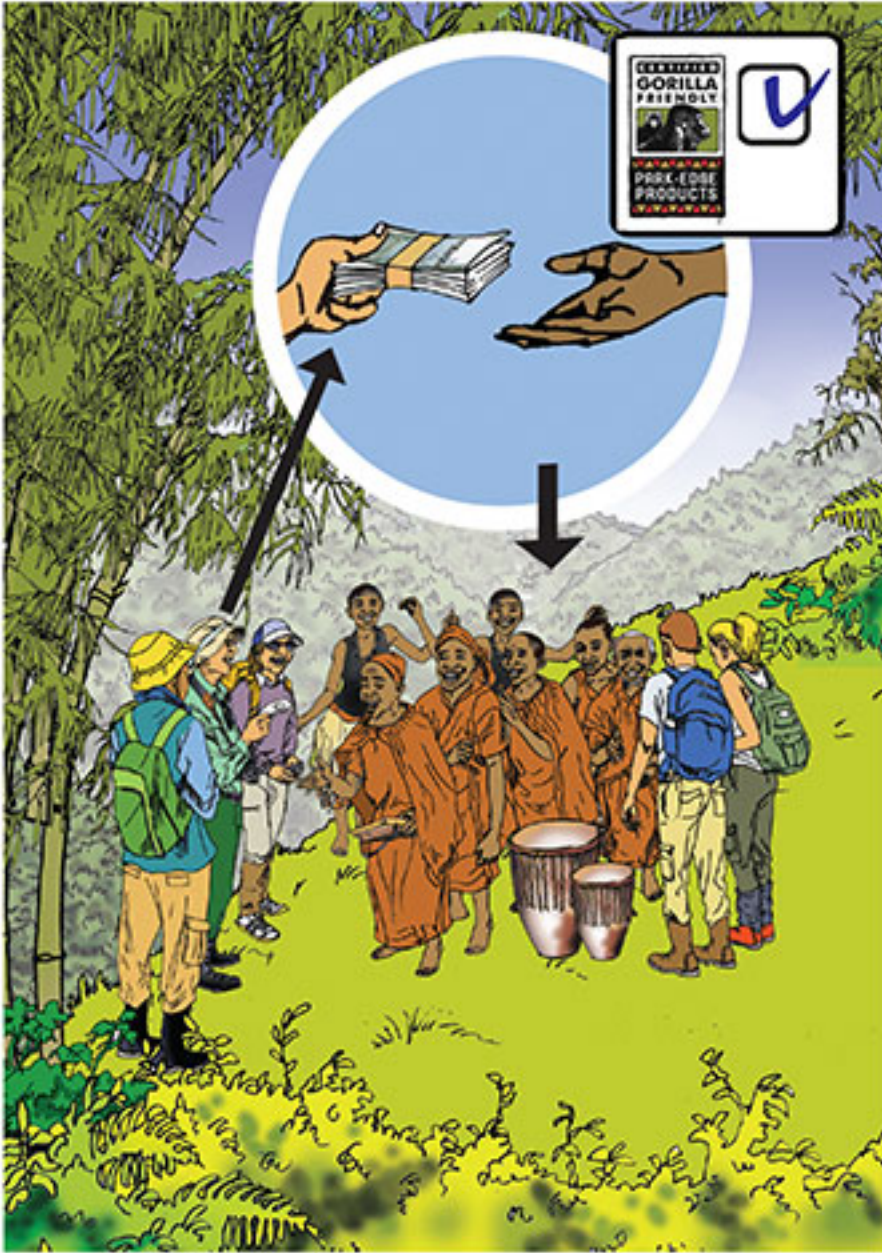


9.0.4 Guidance and regulation on appropriate collection of photographs or videos must be clear among all parties.



9.0.5 Any cultural performance or experience promoted as Batwa cultural performance or experience must be clearly owned, performed by and directly benefiting the local Batwa themselves.

9.0.6 Tipping policies must be clearly stated and transparent.



## 10 Nature experiences and birdwatching



## 10.0 Best practice for nature experiences and bird-watching

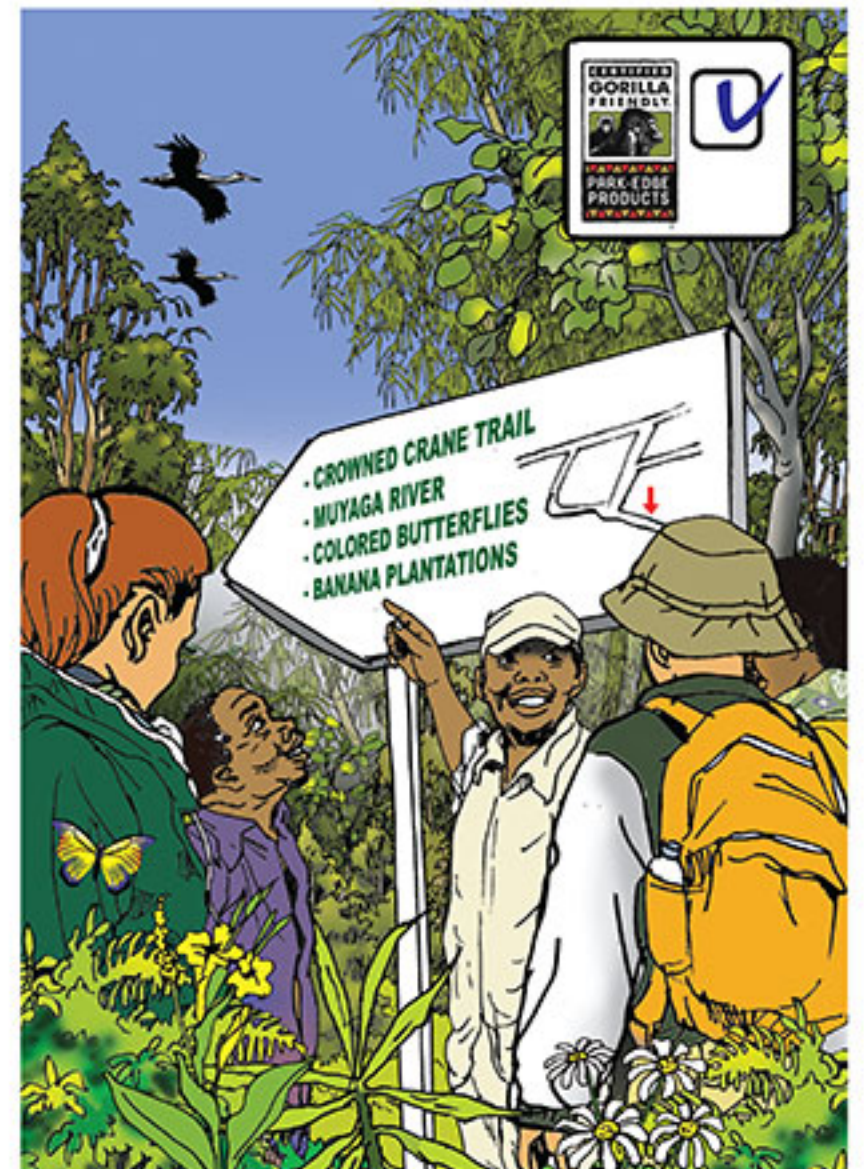
10.0.1 If nature experiences and/or birdwatching take place in the Park, tourists must always be accompanied by guides.



10.0.2 A “leave no trace” policy must be enforced: there must be no litter, no removal of plants or wildlife and avoidance of damage to plants.



10.0.4 As far as possible tourist groups on nature experiences and birdwatching tours must keep to defined trails.



10.0.5 Those on nature experiences and bird watching tours must keep well back from nesting sites, roosts and important display areas.

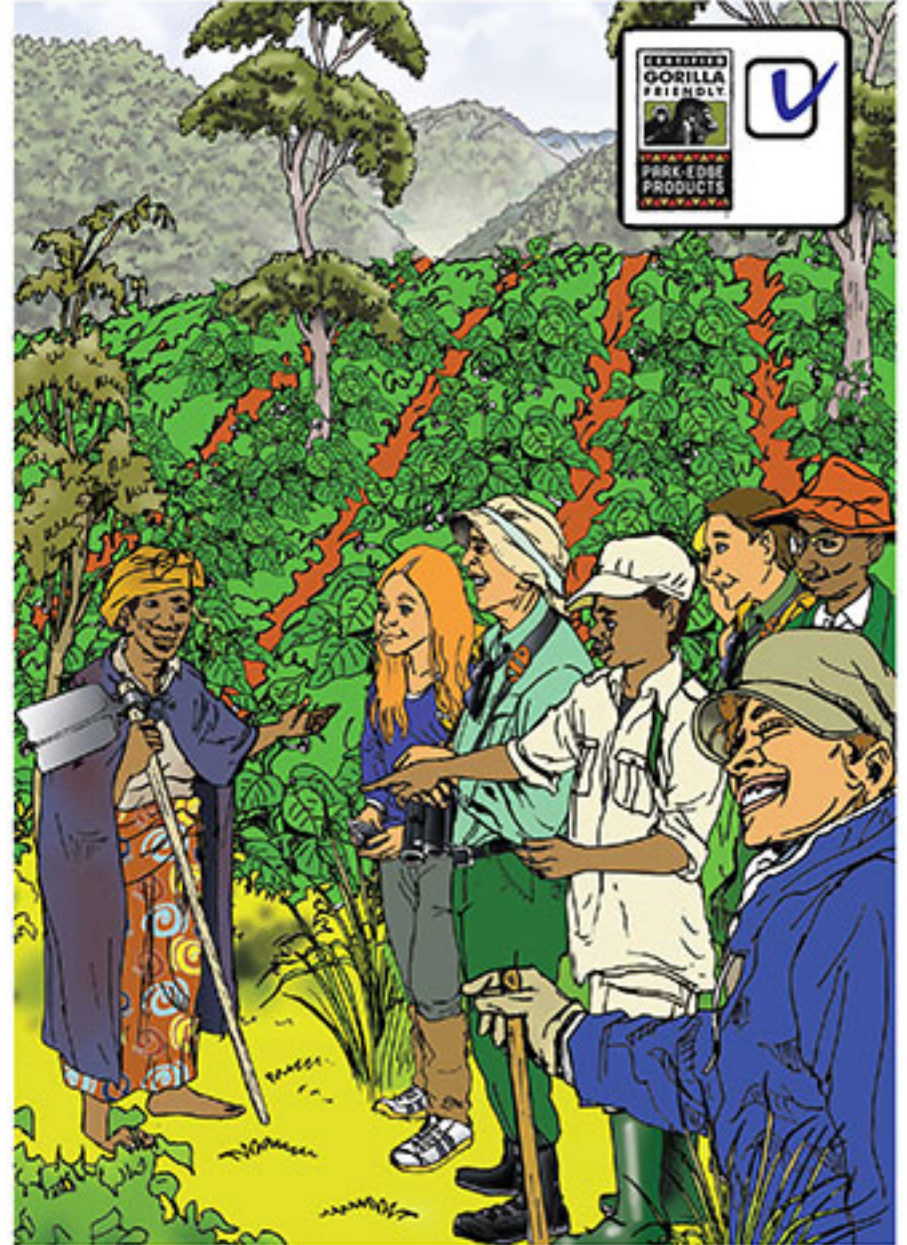
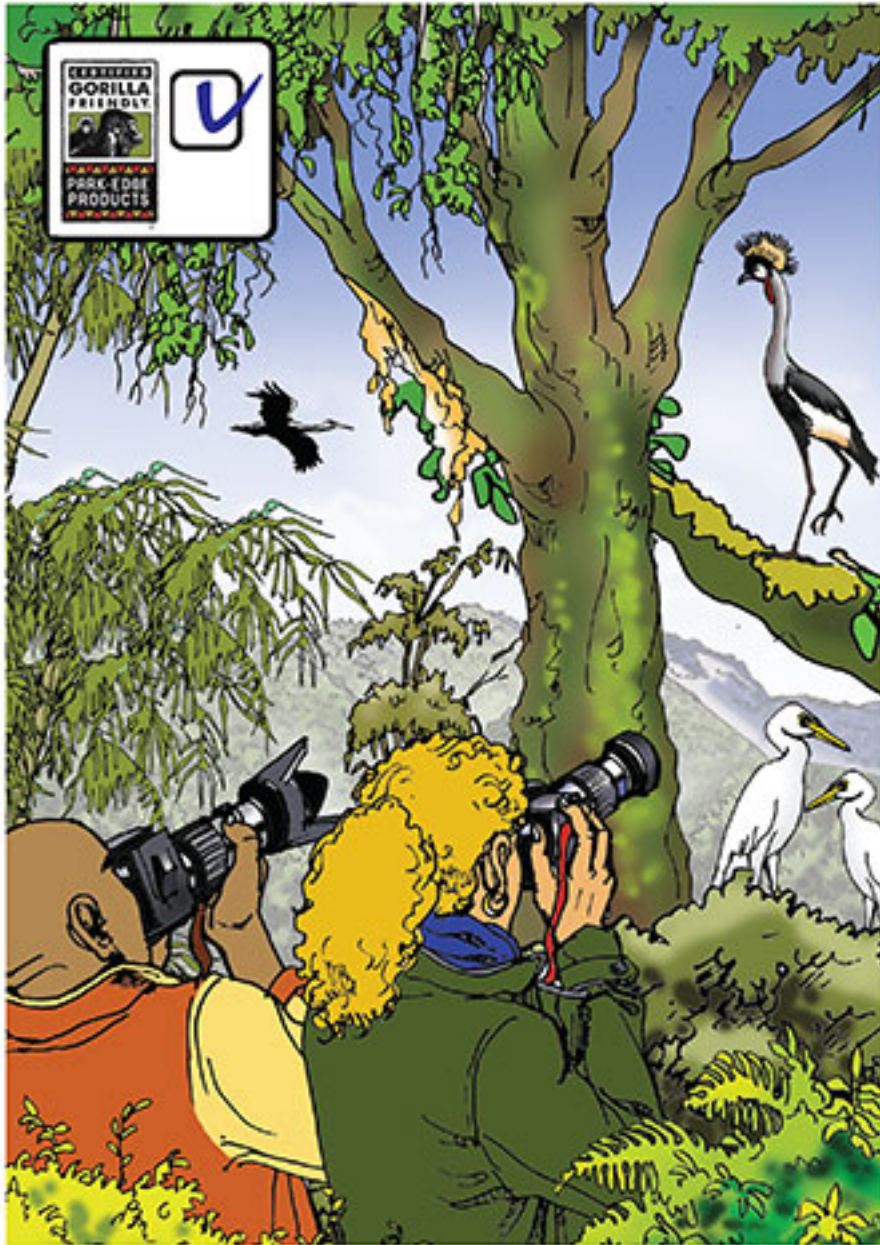
10.0.3 Fires must not be lit in the Park.



**10.0.6** Interactions with birds and any other wildlife encountered must minimize habitat disturbance and not produce adverse effects on the viability and behaviour of populations in the wild.<sup>GSTC</sup>

**10.0.7** Movement of tourists through agricultural lands for nature experiences or bird watching must be negotiated and managed so as not to cause crop damage or conflict with members of the community.

**Note:** This could include minimising sight times and using scopes for magnified views of birds and other wildlife rather than approaching to close distances.



**10.0.8** Guidance and regulation on appropriate collection of photographs or videos must be clear among all parties.

**10.0.9** Tipping policies must be clearly stated and transparent.

