People living in a conservancy share a common vision for managing their area. Local cultures and social dynamics are of great interest to tourists. Natural resources diversify economic opportunities and are a driver of economic growth. Spectacular landscapes are a key tourism attraction.

Conservancy enterprises such as the Sorris Sorris Information Centre provide income and employment. Joint-venture enterprises can provide significant income, employment, training and other benefits. The conservancy creates a variety of community and individual benefits, including:

• Creating employment and paying staff salaries
• Developing greener, cleaner, safer communities
• Providing improved infrastructure
• Reducing community-level costs
• Decreasing illegal poaching

Conservancy residents engage in a variety of production and natural resource use. Local hunting is managed using a mixture of modern methods & technologies and traditional knowledge & skills. The seasonal sale of firewood and other products and services to the tourism industry complements other income. The conservancy spends money and creates benefits in these sectors:

• Game meat sales
• Creating employment and paying staff salaries
• Distributing game meat to households
• Covering conservancy running costs

Conservancy activities include game counts and monitoring using the Event Book, mitigating human-wildlife conflict and facilitating development. The production of this poster was jointly funded by MCA-Namibia, Norad and WWF.