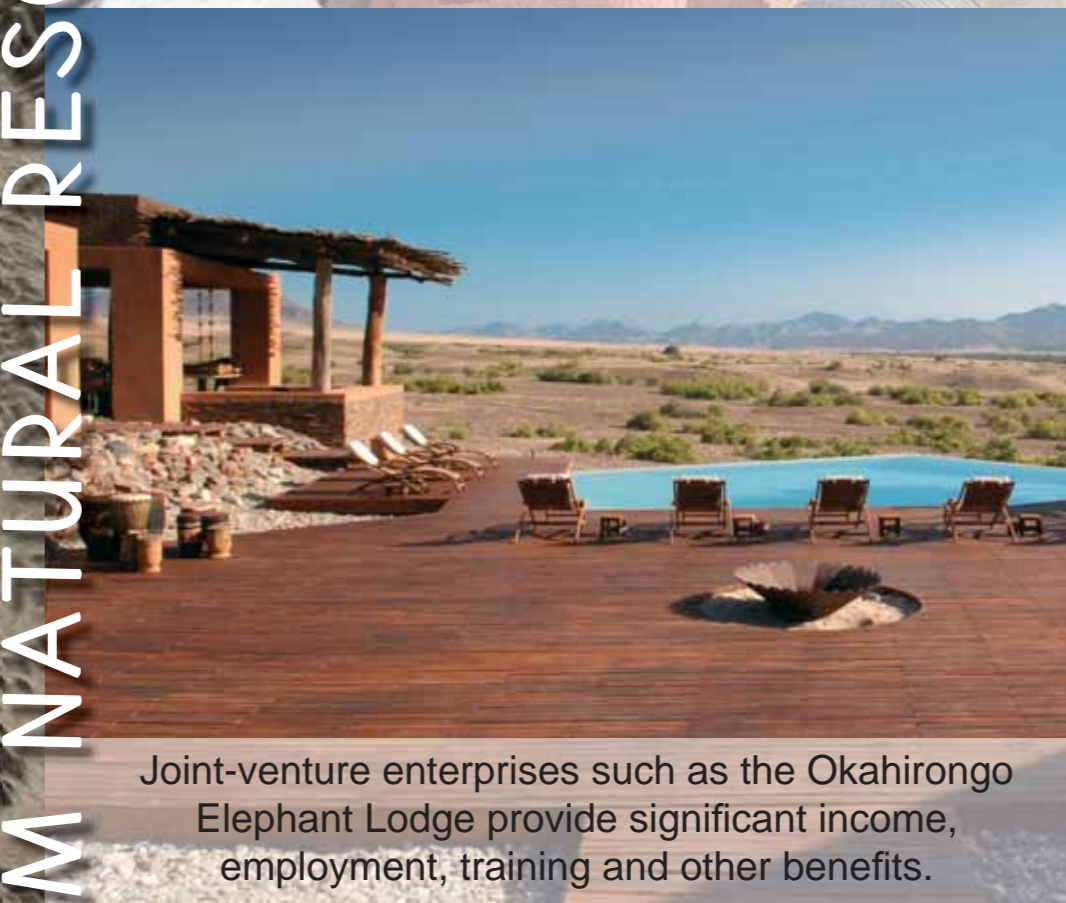


# Puros Conservancy

derived from Omburo meaning 'fountain' in Otjiherero



Tourism provides a variety of economic opportunities. The Puros Traditional Village allows tourists an insight into traditional Himba culture.



Joint-venture enterprises such as the Okahirongo Elephant Lodge provide significant income, employment, training and other benefits.



The sustainable harvesting of *Commiphora* resin for use by the international cosmetic industry generates important income for Himba women.

## resources

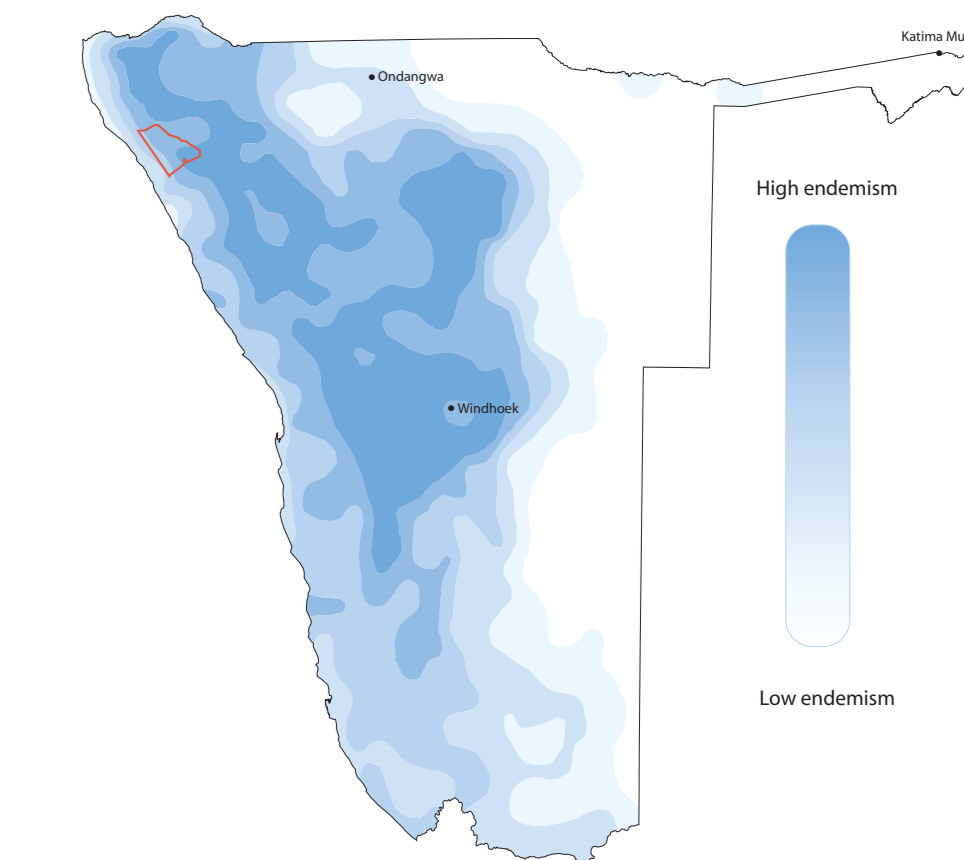
### birds

Many interesting birds occur in the Puros Conservancy, with most of Namibia's endemic species present, including Monteiro's hornbill, Rüppell's parrot, Rüppell's korhaan, Herero chat, Hartlaub's francolin, Carp's black tit, violet wood-hoopoe, bare-cheeked babbler, rockrunner and white-tailed shrike.

### mammals

Since the establishment of conservancies, wildlife numbers have steadily increased in communal areas. In Puros, the wildlife population includes:

- elephant
- black rhino
- giraffe
- kudu
- mountain zebra
- gemsbok
- springbok
- duiker
- steenbok
- klipspringer
- lion
- leopard
- cheetah
- caracal
- spotted hyaena
- jackal
- baboon



### plants

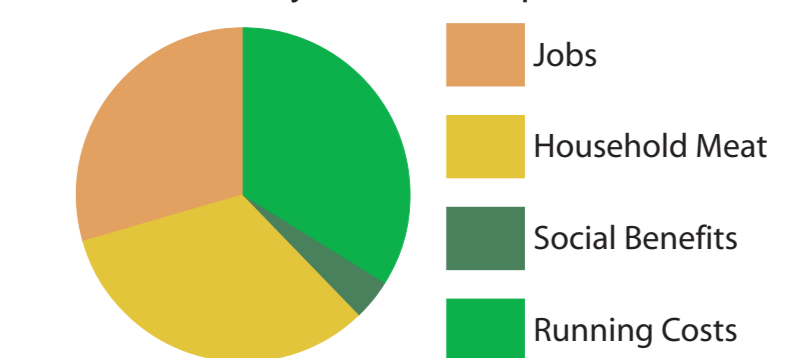
Puros is rich in plants that are valuable to both people and wildlife. Common species include *Commiphora* and *Euphorbia* species, camel thorn, bottle tree, shepherd's tree, leadwood tree and welwitschia.

## benefits from natural resources

Conservancy income is obtained from:

- Okahirongo Elephant Lodge (joint-venture agreement)
- Skeleton Coast Safaris Puros Camp and Leyland's Drift Camp (joint-venture agreements)
- Wilderness Safaris Skeleton Coast Camp and traversing rights agreements (joint-venture agreements)
- Puros Bush Lodge and Puros Campsite (community enterprises)
- Puros Traditional Village & craft market (community enterprises)
- trophy hunting concession agreement
- premium hunting
- shoot-and-sell hunting
- own-use hunting
- *Commiphora* resin harvesting
- film location agreements

Conservancy income is spent on:



The Conservancy creates a variety of community and individual benefits, including:

- creating employment and paying staff salaries
- distributing game meat to households
- covering conservancy running costs
- developing water infrastructure for livestock
- supporting the local school by employing a cook, buying food and providing game meat
- conservancy members receive a variety of other benefits, including funeral assistance and transport for school children and people needing medical attention.

Text compiled by Helge Denker and Ginger Mauney; Layout by Gavin Damon  
All photos were taken in the Puros Conservancy by Frans Lanting, © 2010 Frans Lanting/www.lanting.com, and Helge Denker © 2010 WWF in Namibia.

For more information and updates:

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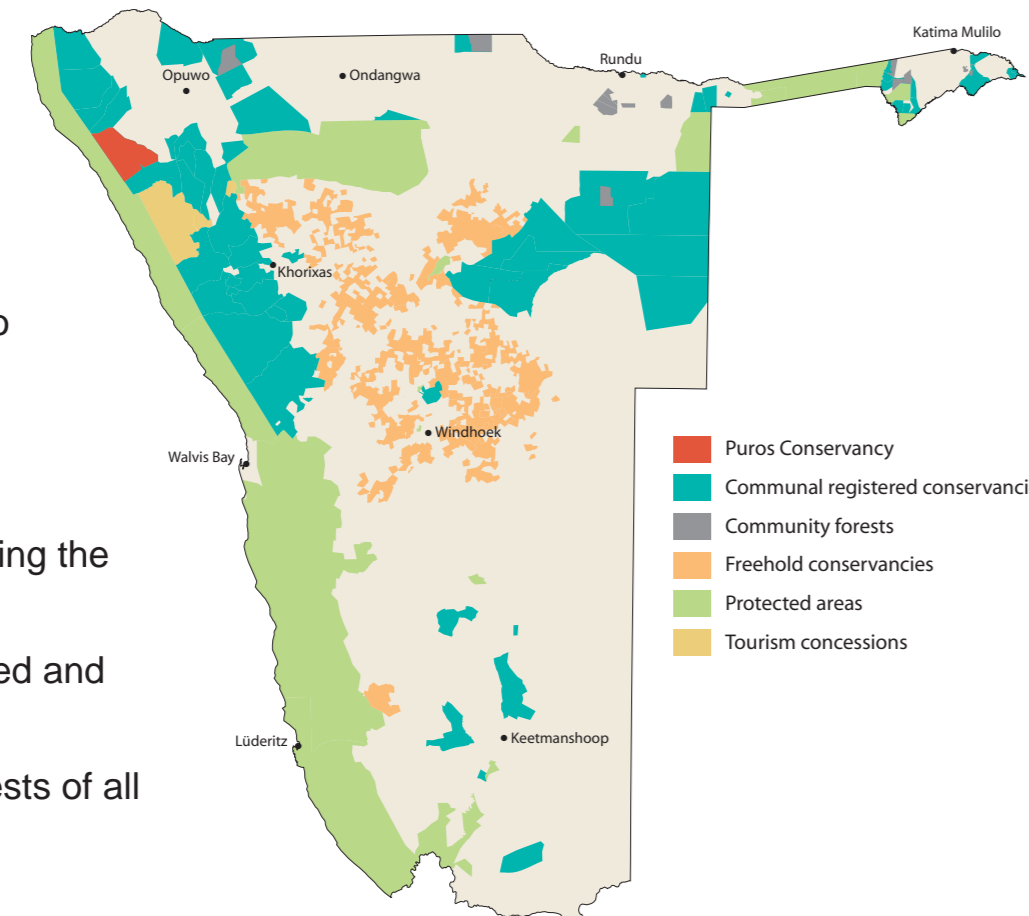
BENEFITS FROM NATURAL RESOURCES



## & WILDLIFE SUSTAINABLE RESOURCE MANAGEMENT

## a conservancy is:

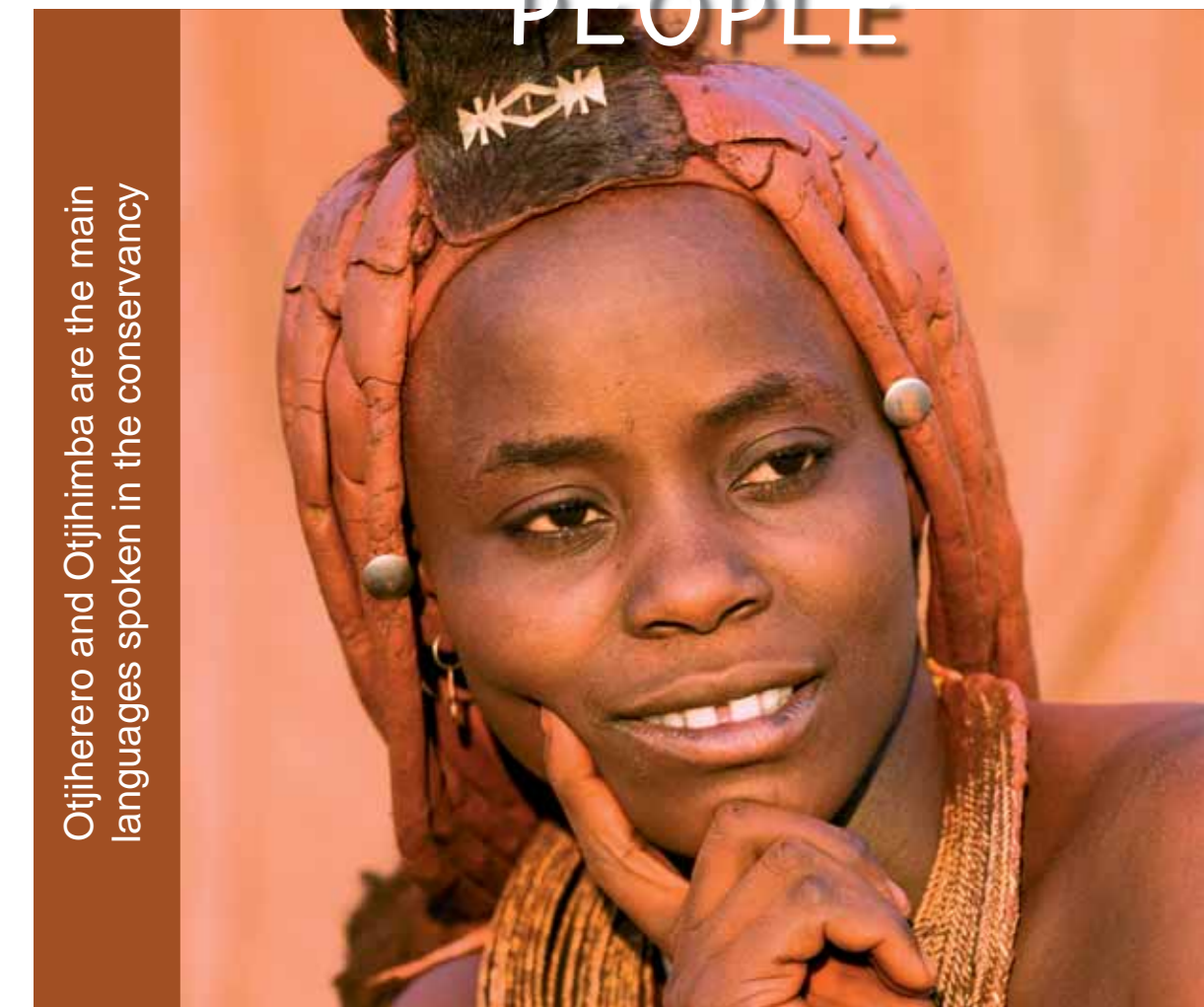
- a legally constituted management body run by the community for the development of residents and the sustainable use of wildlife and tourism
- managed by a group elected to serve the interests of all its members
- a place where residents can add income from wildlife and tourism to traditional farming activities
- a place where wildlife populations increase as they are managed for productive gain
- a place where the value of the natural resources increases, enhancing the value of the land
- a forum through which services and developments can be channelled and integrated
- zoned for multiple uses to minimise conflict and maximise the interests of all stakeholders



## milestones and successes

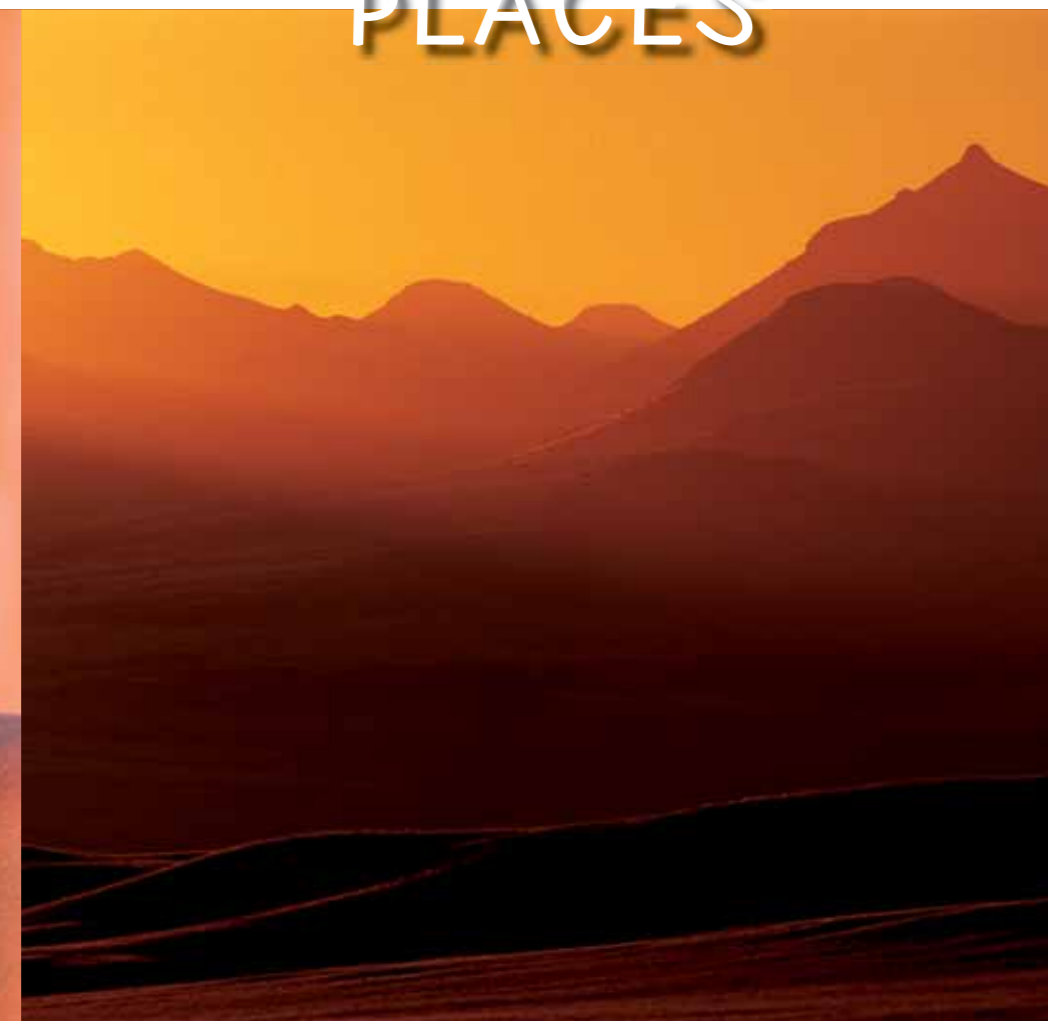
- 1996 – policy changes allow communal area residents to benefit from wildlife and tourism by forming conservancies
- 1998 – Sesfontein and Puros communities begin the process to register as one conservancy
- 2000 – Puros Conservancy is registered in May, while three years later Sesfontein Conservancy is registered
- 2000 – Puros Conservancy becomes part of the annual North-West Game Count
- 2002 – implementation of the Event Book monitoring system in Puros Conservancy
- 2003 – Puros Campsite, developed before the registration of the conservancy, becomes a fully conservancy-owned enterprise
- 2006 – harvesting of *Commiphora* resin for export to the international cosmetic industry begins in Puros and three other conservancies
- 2006 – funding is received from ICEMA for the construction of a hunting camp
- 2009 – Puros Bush Lodge is developed as a fully conservancy-owned enterprise
- 2010 – implementation of a lion monitoring and management project is started, in which revenue from lion related tourism pays for losses caused by the lions, thereby facilitating conservation of the predators
- 2010 – black rhino are reintroduced from the Palmwag Tourism Concession to Puros and neighbouring Orupembe Conservancies
- 2010 – registration as a community forest is initiated

## PEOPLE



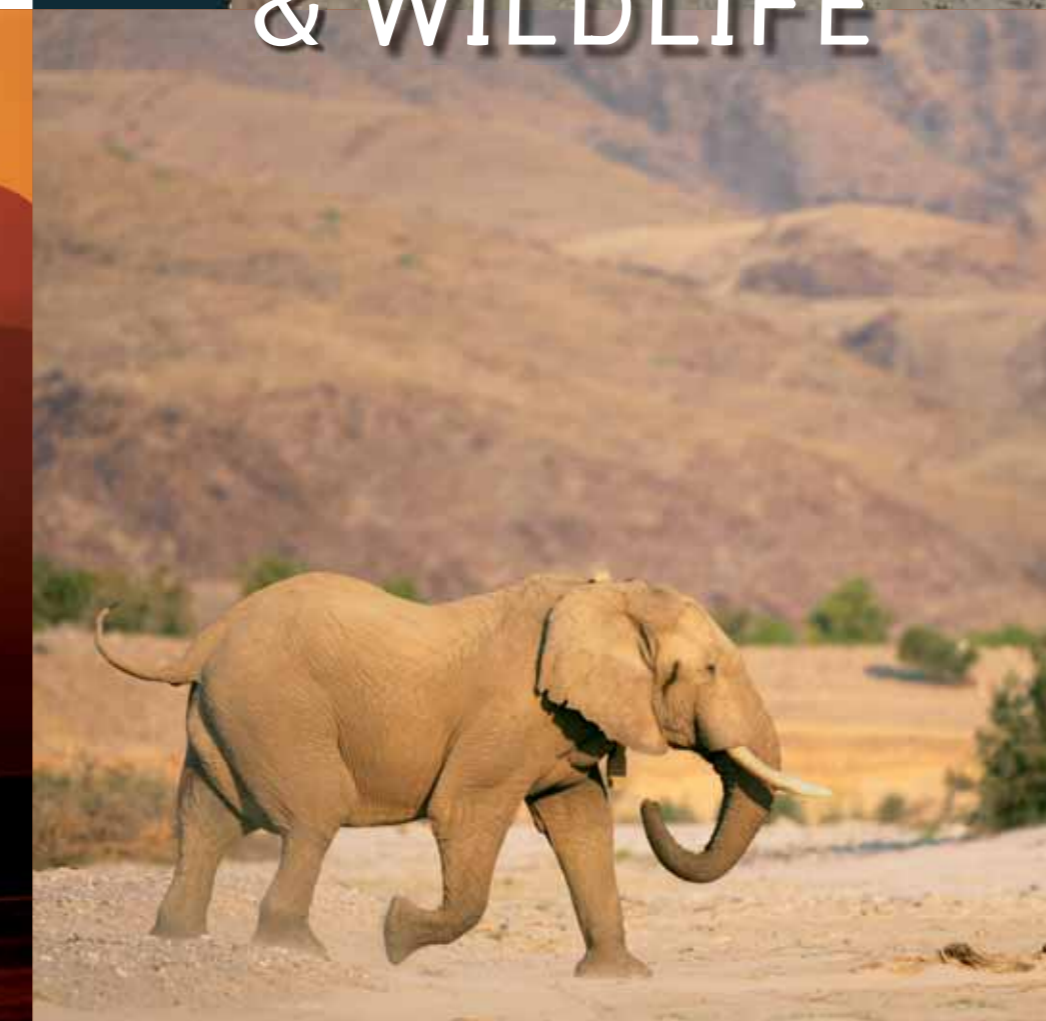
People living in a conservancy share a common vision for managing their area. Local cultures and social dynamics are of great interest to tourists.

## PLACES



Natural resources diversify economic opportunities and are a driver of economic growth. Spectacular landscapes are a key tourism attraction.

## & WILDLIFE



Free-roaming wildlife, such as this elephant in the Hoarusib River, can generate a variety of benefits and create a key tourism attraction.



Conservancy residents engage in a variety of livelihood activities including livestock herding, crop production and natural resource use.



The conservancy has a committee and employs staff and is managed using a mixture of modern methods & technologies and traditional knowledge & skills.



Conservancy activities include game counts and patrols, monitoring using the Event Book, mitigating human wildlife conflict and facilitating development.



Community Game Guards employed by the conservancy monitor wildlife and other resources and create the foundations for adaptive management.

Otjiherero and Otjiimbia are the main languages spoken in the conservancy