

Impact Report



AMPELA

Amplifying the Movement of Women-Powered Efforts to Protect the Environment through Leadership and Actions

<https://www.ampela.org/>



AMPELA Project Impact Report (2024–2025)

Location: Andranopasy, Southwestern Madagascar

Focus: Baobab forest restoration | Women's leadership | Sustainable livelihoods



Overview

AMPELA is a women-led association working to restore baobab forests while empowering rural women to lead environmental initiatives in communities where they have historically been excluded. With initial support from the Daughters for Earth grant, this project aimed to combine conservation with economic opportunity for long-term local impact.



Key Achievements

- 80 hectares of degraded baobab forest restored in Andranopasy
- 1 nursery established, managed entirely by local women
- 50+ women trained in nursery management and restoration techniques
- Creation of short-term jobs and stipends during the nursery phase
- Launch of a women-led conservation model, with women serving as board members and field leaders
- Transition to volunteer engagement, with continued activities even after funding ended — demonstrating strong local ownership



Impact on Nature

- Regeneration of native baobab and associated flora
- Increased soil cover and reduced erosion in restored zones
- Community reports of return of birds and small wildlife
- Strengthened protection of 26,362 ha baobab habitat within the Mangoky-Ihotry protected area



Impact on the Community

- Women moved from marginalized roles to recognized environmental leaders
- Creation of income opportunities through seedling and baobab fruit/seed sales
- Strengthened local collaboration with rangers and traditional leaders
- A cultural shift: conservation seen not only as an environmental duty but as a community-led responsibility

Next Steps

- Explore launching a baobab-based social enterprise to ensure long-term financial sustainability
- Provide women with business and entrepreneurship training
- Seek strategic partners for scaling impact and technical collaboration
- Formalize association at the national level to access broader support

Support Needed

- Training in social entrepreneurship and cooperative development
- Networking and mentorship opportunities
- Core operational funding and access to markets for baobab products