

Project title : COCOCONS - Feasibility study for the creation of a company combining agro-food and conservation on vanilla and cocoa in the MaMaBay landscape in Madagascar

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Madagascar		Industry & environment expertise	WCS - Wildlife Conservation Society	November 2021 - January 2022

Project's goals and results

Main goals

A fully developed feasibility study evaluating a forest friendly company's proposal for the management of sustainable cocoa and sustainable vanilla in the MaMaBay landscape

Specific objectives

SO1. Identify recommendations for the **legal** and **organizational** business set-up (taking into account that the NGO WCS wishes to have a significant shareholding position in the company)

SO2. Evaluate **market opportunities** as well as customer potential

SO3. Establish a **risk assessment** about major issues (logistics, quality and quantity of products...) with mitigation strategies

SO4. Estimate of the initial **financial investment** and a projection of a mid-term **profitability** will conclude the analysis to evaluate the viability of the initiative

Beneficiaries

Results

Activities