

**Title: Revisiting WWF’s Green Business Model in Protected area conservation and Livelihoods Sustenance in Cameroon**

Rising interests to support green development through targeted conservation approaches in the developing world attracted international NGO attention especially in the 1990s. One of such NGOs, the World Wide Fund for Nature (WWF) has been backstopping many African nations in the process of realizing the twin objectives of livelihood sustenance and protected area conservation. One of her key areas of intervention in the coastal forests programme of Cameroon has been through the creation of conservation cooperatives and the introduction of a "green business model" to strengthen the livelihood-conservation linkage around protected areas. Through a review and analysis of relevant literature on WWF’s support to livelihoods and conservation, and related national policies and legislation on conservation, including in-depth interviews and focus groups discussion with some relevant WWF Cameroon staff, conservation cooperative representatives, key village informants and members of Village forest management committees (VFMCs), we identify and analyse missing links in the model. Based on field experiences and lessons learnt as consultants in this process, we propose a revision of the model to strongly capture pertinent but overlooked technical, structural and institutional issues affecting its sustainability and adaptability in other relevant contexts. The paper proposes a green business model in line with the aspirations of local and indigenous populations around protected areas on the one hand, and the need for an alliance between conservation cooperatives to foster the green business initiative.