

Integrating Community Well-Being into EcoTourism



Eco-tourism efforts often prioritize ecological preservation and economic growth but neglects local communities' cultural values and well-being, leading to conflict and resistance that jeopardize project success.

OneNature's Wild Happiness Certification integrates material and non-material well-being into eco-tourism strategies, ensuring initiatives are inclusive, adaptable, and beneficial to both communities and ecosystems. Through three levels—**Silver, Gold, and Platinum**—it equips partners with tools and frameworks to align conservation with community goals, fostering trust, collaboration, and lasting success.

The Role of Community Involvement

The Wild Happiness approach emphasizes a five-step process to integrate community well-being into Eco-Tourism initiatives:

1. **Deep Listening:** Engage with communities to understand their values, aspirations, and needs.
2. **Baseline Measurement:** Adapt the Wild Happiness Index to assess holistic well-being.
3. **Community Feedback:** Share results with the community for co-analysis.
4. **Co-Creation:** Collaboratively design conservation strategies with clear success metrics.
5. **Monitoring and Adaptation:** Continuously track well-being and adapt interventions as needed.



The Wild Happiness Certification Model

To implement the five-step approach in eco-tourism, OneNature offers the Wild Happiness Certification Model, a scalable framework that operates across **three progressive levels**:

Silver Level: Building the Foundation

Establishes a well-being baseline through staff training, surveys, and tailored recommendations, laying strong foundations by aligning with local priorities and reducing resistance.

Gold Level: Deepening Engagement

Deepens engagement with community-supported solutions via deep listening, co-designed surveys, and continuous well-being monitoring to enhance sustainability and cultural relevance.

Platinum Level: Transformational Co-Creation

Drives co-creation of adaptive, community-driven strategies through participatory workshops and adaptive management, delivering scalable, long-term benefits and trust-based conservation.

Benefits for Eco-Tourism Partners

By adopting the Wild Happiness Certification, eco-tourism partners can:

- Build trust and foster biodiversity stewardship through community-driven conservation.
- Attract eco-conscious travelers with authentic, responsible tourism practices.
- Scale and replicate impactful, sustainable eco-tourism models.

Partner with **OneNature** to integrate well-being into your community-based eco-tourism projects. Schedule your Introductory Workshop to explore how the **Wild Happiness Certification** can elevate and transform your eco-tourism initiatives.

