



The Madagascar Example

CATALYZING ACTION AND LEADERSHIP FOR 30X30

The Madagascar example: Madagascar is one of the world's most important biodiversity hotspots, with thousands of species found nowhere else on Earth. Madagascar's partnership with the High Ambition Coalition for Nature and People (HAC) demonstrates how targeted support translates global commitments into national action. Through HAC's catalytic approach—combining political mobilization with tailored technical assistance—Madagascar has significantly advanced its pathway toward achieving its 30x30 biodiversity target. Through the new 30x30 Biodiversity Plan, Madagascar will expand protection from 6 to 14 million hectares of vital terrestrial ecosystems and from 1 to 40 million hectares of marine ecosystems, delivering direct benefits to 3 million people.



Strengthening National Leadership

As an inter-governmental coalition, the HAC promotes a country-led and need-driven approach where each member designates a Focal Point as the bridge between the Coalition and the country. Madagascar's Focal Point, from the Ministry of Environment has been instrumental in this role. This strong engagement set the stage for higher-level political involvement. Shortly after his appointment, the Minister of Environment and Sustainable Development (MEDD, in French), H.E Max Fontaine, participated in the HAC Ministerial Breakfast at UNEA-6 (February 2024), gaining direct insights into the global 30x30 movement. The Secretariat has since maintained continuous engagement, with the Minister participating in multiple 30x30 events (UNGA 79, CBD COP16, UNOC3) while technical team members participated in other capacity-building activities.



*Ring-tailed vonsira (Galidia elegans) at Montagne d'Ambre National Park.
Photo by Gregoire Dubois.*

Combining Political Mobilization with Implementation Support

HAC's distinctive model – linking political mobilization with implementation support – has been central to Madagascar's progress, ensuring policy ambition is backed by technical and financial capacity. The HAC Secretariat kept the Minister and relevant Ministry team members consistently engaged. This approach strengthened domestic coordination on 30x30 while improving Madagascar's visibility and credibility internationally, opening doors to new partnerships.

The 30x30 Matchmaking Platform

Madagascar's proactive use of the 30x30 Matchmaking Platform illustrates how the HAC transforms ambition into results. After requesting assistance to develop a 30x30 roadmap, Madagascar was swiftly connected to Rainforest Trust, which provided financial and technical support to organize two consultative workshops, gathering over 60 participants from 40 organizations across government, civil society and private sector. These efforts produced the 30x30 Roadmap – a foundation for implementing the broader and more detailed Biodiversity Plan.

Creating and Sustaining Momentum

This initial match signaled Madagascar's growing ambition to elevate biodiversity conservation. The HAC provided on-the-ground support, and amplified this momentum through showcasing Madagascar's progress across its communications and advocacy activities, drawing greater international attention. A second matchmaking request led to support from the SPACES Program to develop a validated science-based, detailed, and co-constructed 30x30 Biodiversity Plan.



*Limestone peaks (Tsingy) at Ankarana Special Reserve, north of Madagascar.
Photo by Gregoire Dubois.*

Insights from the Inside: Perspective from the HAC Focal Point

by Sahoby Randriamahaleo, HAC Focal Point

Encountering the HAC 30x30 Matchmaking

It all began in May 2024, during the SBSTTA in Nairobi, when I and a colleague from the Ministry of Environment and Sustainable Development (MEDD, in French) met with the HAC Secretariat, and we gained a better understanding of the 30x30 Matchmaking. **The concept was simple yet powerful—a free service for HAC members, connecting needs with resources.** We decided right then: Madagascar should give it a try.

After a short working session with the HAC team in Nairobi, we continued to develop our request for assistance. We wanted to develop a national 30x30 roadmap but we knew this could not be a top-down exercise from the MEDD. It had to be participatory and built on past and existing efforts.

A first match: with Rainforest Trust

Then came the breakthrough. In July 2024, Rainforest Trust confirmed they would support our request. Their commitment went far beyond funding two workshops and hiring a senior consultant. Their local team provided technical and logistical support—filling critical gaps in staff and resources within the Ministry.

The workshops, with more than 80 participants from various ministries, NGOs, public agencies, and civil society organizations, delivered the first version of Madagascar 30x30 Roadmap.



Sahoby sharing about the 30x30 Matchmaking at the CBD COP 16 in Cali, Colombia (October 2024).



Group discussions during our first workshop on 30x30 led by the MEDD and supported by the Rainforest Trust (August 2024).

"We were proud to support Madagascar in developing its Roadmap, as having a clear, structured plan is essential for achieving the global 30x30 goal. This roadmap, while still being finalized, marks a crucial first step towards identifying the actions needed for success. Madagascar, being one of the world's most critical biodiversity hotspots, presents a unique opportunity for global investment and collaboration. We are encouraged by the country's progress and commitment to its conservation objectives. As an organization dedicated to protecting critical habitats worldwide, we are excited to see Madagascar's continue advancing this comprehensive conservation plan."

– Rina Mandimbiniaina, Rainforest Trust, Madagascar Country Manager

An in-depth analysis to produce a detailed 30x30 plan with SPACES

Our 2024 roadmap was still broad, and we needed partners to take it further. That's when SPACES, another HAC partner, expressed interest in supporting Madagascar. SPACES is a global initiative empowering low and middle-income countries to develop comprehensive, costed and nationally led 30x30 plans. With the groundwork laid in 2024, Madagascar was in a better position to move forward. For several months, the SPACES team was embedded within MEDD offices, working side-by-side with government staff, with whom they undertook deep data review and analyses, and organized additional consultations. As a result, Madagascar produced a new, more detailed and more robust 30x30 Biodiversity Plan.

[Madagascar 30x30 Plan](#)

Conclusion

What began as an exploratory conversation in Nairobi has evolved into a coordinated, multi-partner effort to advance Madagascar's 30x30 ambitions—proving that with the right connections can transform ideas into national action. The HAC was instrumental in building those connections and maintained the engagement at ministerial level. With the new 30x30 Biodiversity Plan, which sets out clear pathways and needs, Madagascar is poised to make significant progress to sustainably manage more than 30% of its terrestrial and marine areas.

The image shows the cover of the Madagascar 30x30 Biodiversity National Plan and a summary infographic. The cover features a lemur on a tree branch and the text: "BIO-DIVERSITY 30x30 MADAGASCAR", "MADAGASCAR 30x30 Biodiversity National Plan", and "SEPTEMBER 2025". A caution note at the bottom states: "CAUTION: The information contained in this file is confidential, preliminary, and pre-decisional. All cost estimates are preliminary, confidential, and subject to change." The infographic, titled "4 themes for Madagascar's National Biodiversity Conservation Plan" (Preliminary version dated September 16, 2025), lists four themes with associated goals and metrics:

Theme	Description	Key Metric
1	Launch the Madagascar Thriving Communities' Model	>3M people with sustainable livelihoods in rural and coastal areas
2	Ensure a sustainable future for important terrestrial ecosystems	~18MHA of terrestrial areas with high biodiversity placed under priority protection
3	Ensure a sustainable future for important marine ecosystems	~40MHA of critical marine ecosystems preserved and restored
4	Position Madagascar as a key destination for biodiversity financing	\$150-220M mobilized annually for conservation financing