

The Conservancy's Evolving Conservation Approach





Why change?

- ❖ Changes in the economic, social, political and environmental worlds in which we work have made it necessary to revise and improve our conservation approach.





How has the world changed?

- ❖ There is growing emphasis on conservation efforts that support human well-being





How has the world changed?

- ❖ The depth and breadth of climate change impacts on the global environment has surprised even the well-informed
- ❖ Looms as one of the most significant long-term challenges to conservation for people and nature.





How has the world changed?

- ❖ The global economic turndown of 2008 contributed to both reduced funding for conservation and a near disappearance of the environment from the public's radar screen.





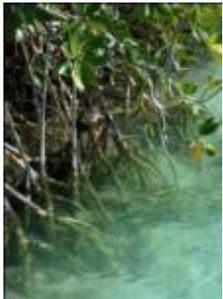
How has the world changed?

- ❖ The world's most pressing environmental problems, require efforts not just at “conservation areas” but also within the intervening matrix of lands and water.





Evolution of TNC's Conservation Approach



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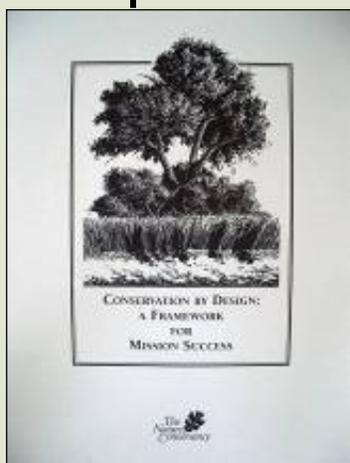
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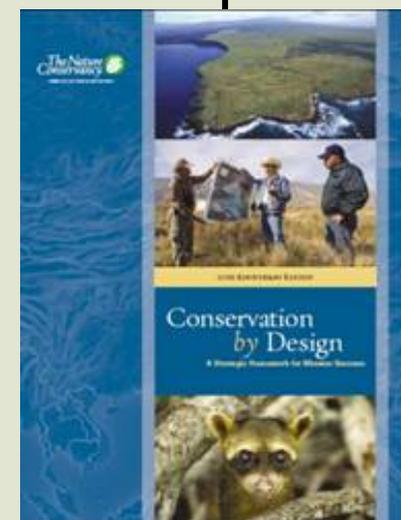


Consistent

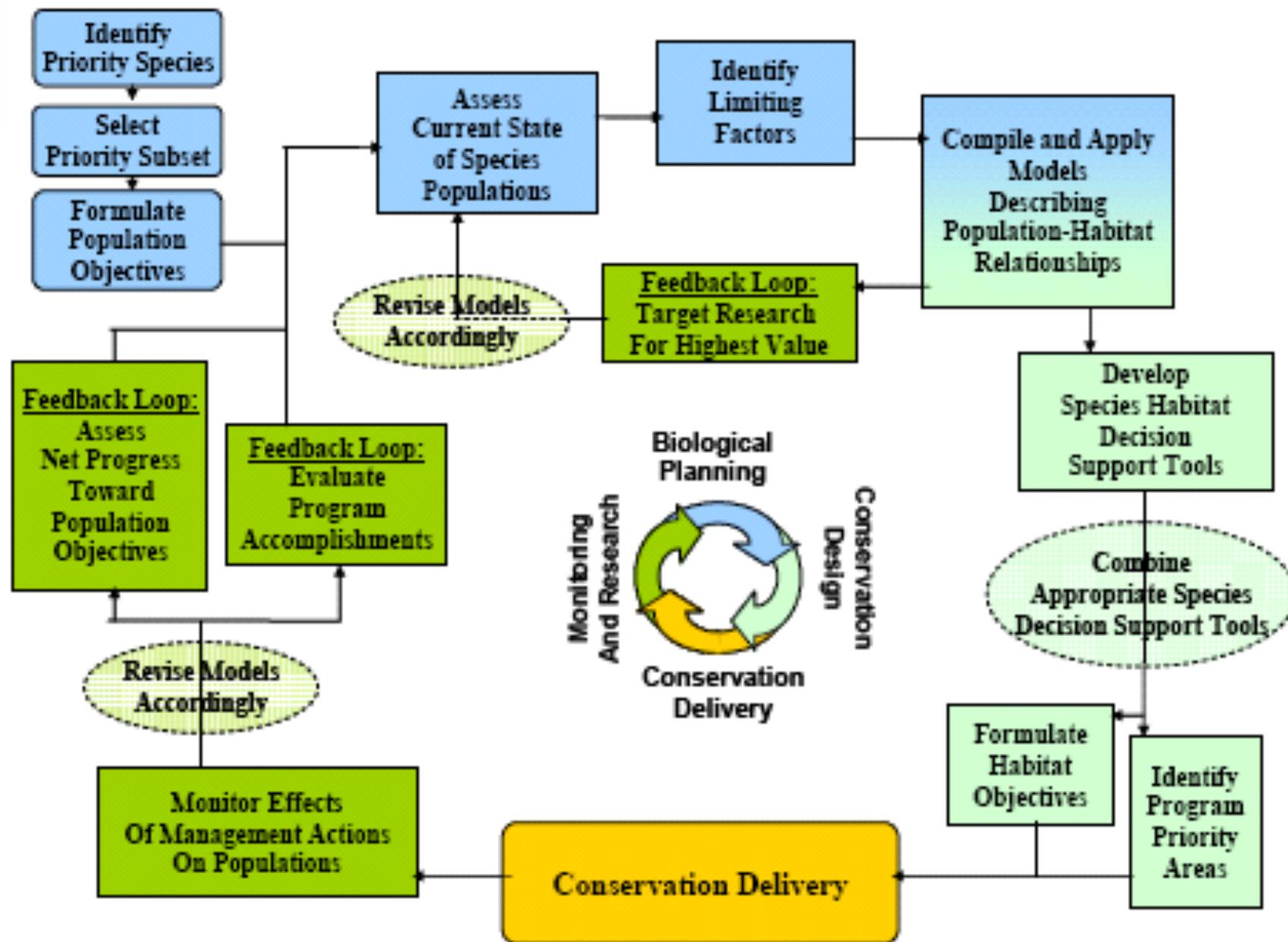
- Systematic approach to our work

Evolving

- Incorporating climate change
- Incorporating future land use change
- More comprehensive view of landscapes (needs of people and nature)

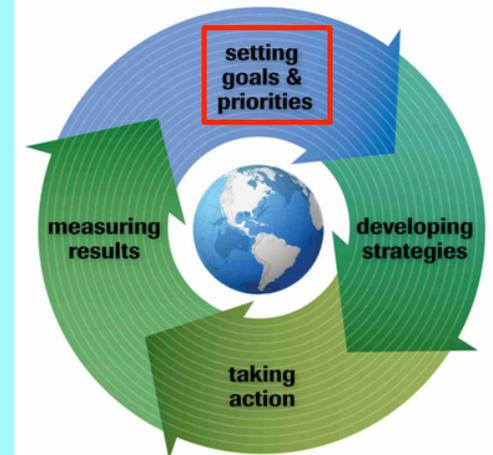


Strategic Habitat Conservation Diagram



Ecoregional Assessments

Set Priorities





Ecoregional Assessment Steps

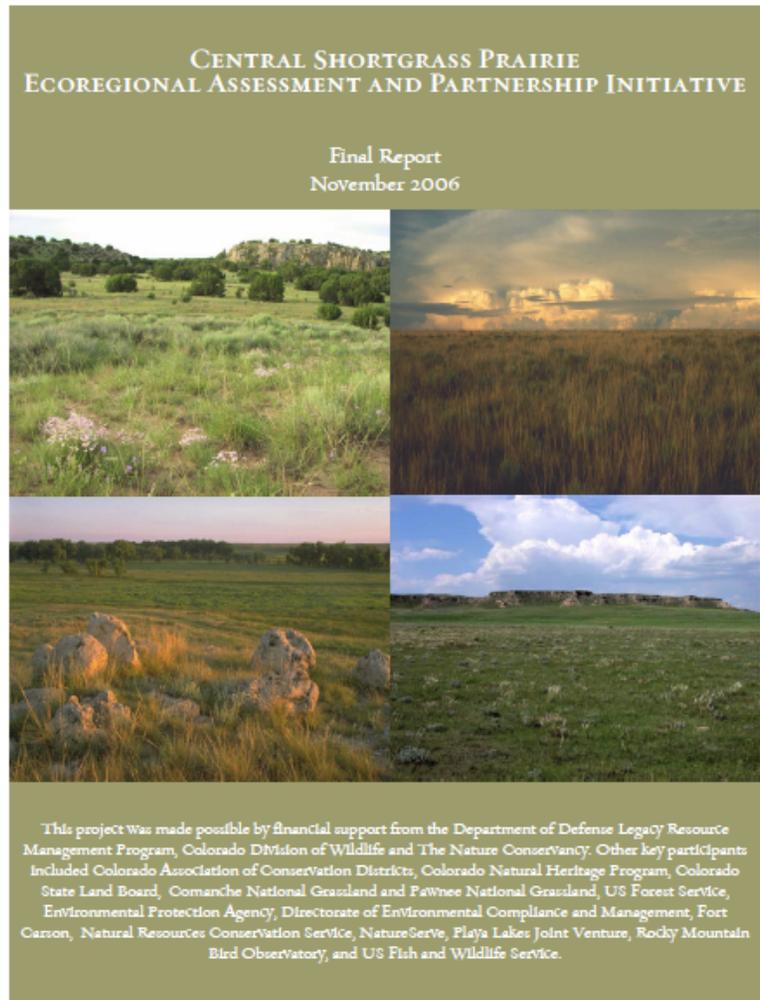
Convene Stakeholders

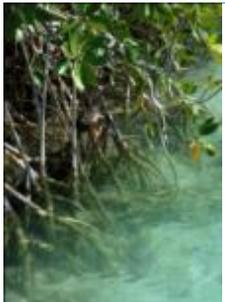
Select Targets (species & systems)

Set Conservation Goals

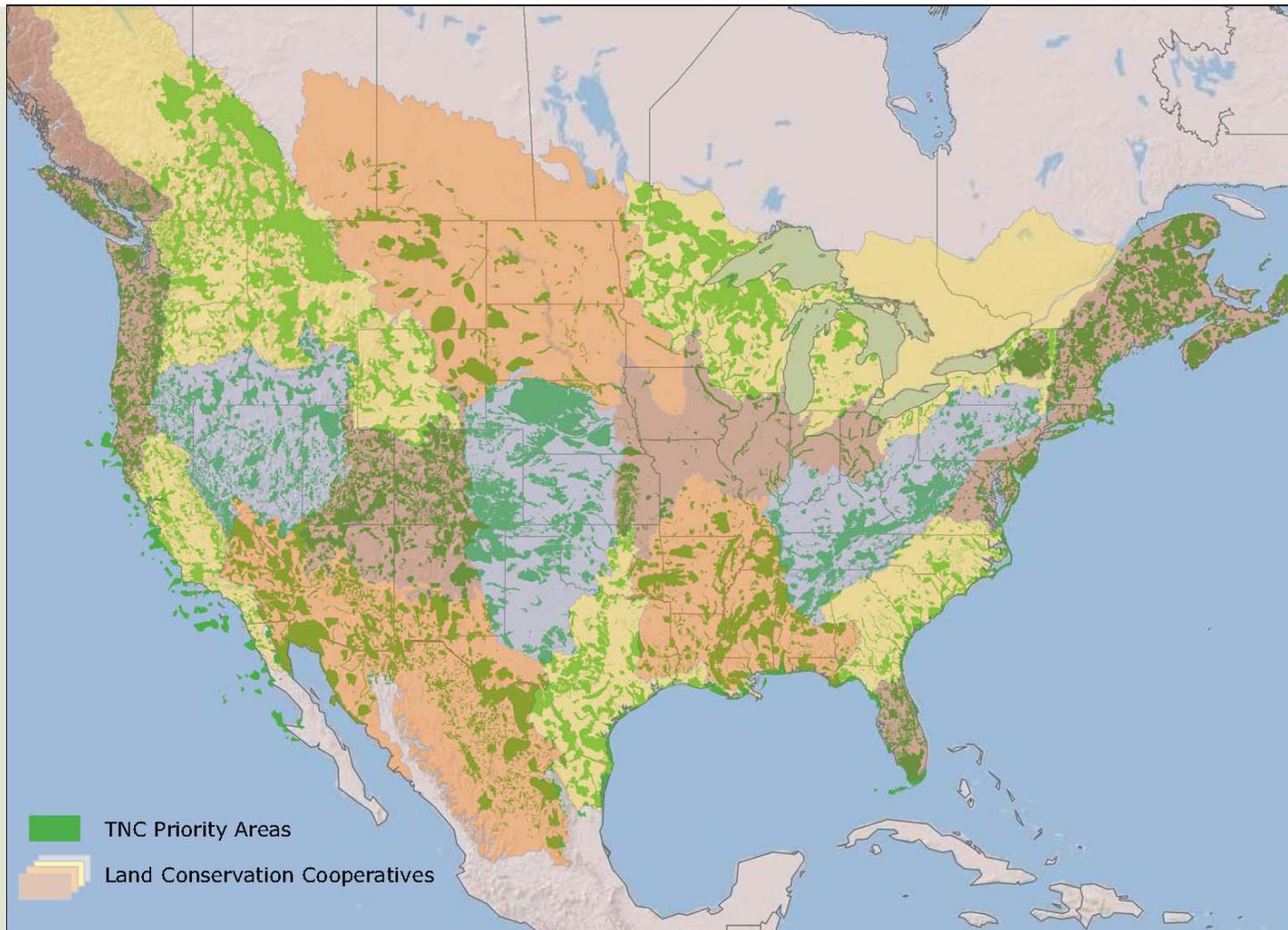
Assess Health (viability/integrity)

Identify Areas of Biodiversity Importance





TNC Priority Areas and LCCs





Establishing priorities in the future

- ❖ How priorities will be established in the future:
 - ❖ Strategies and priority projects are developed through a single integrated planning approach referred to as **conservation business planning**
 - ❖ Provide a tangible link between our conservation work and its relevance to human well-being

GLOBAL CHALLENGES



GLOBAL SOLUTIONS

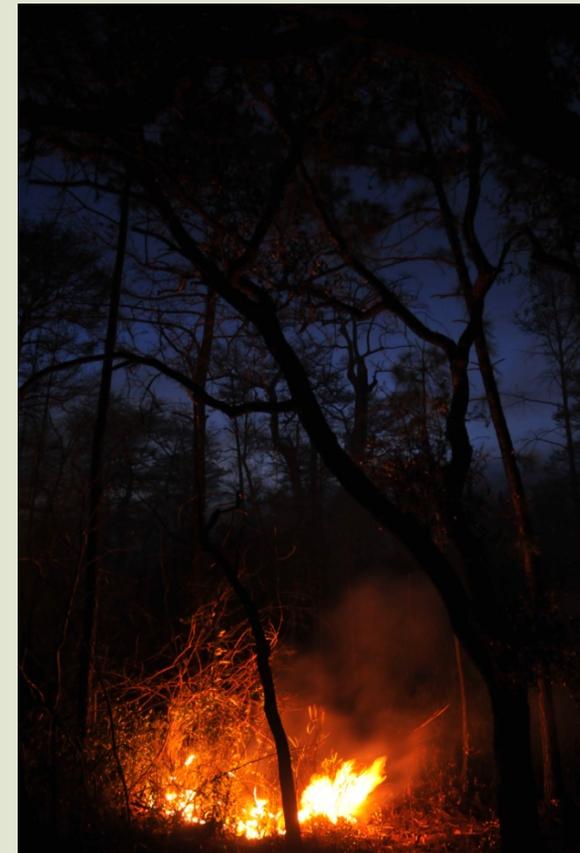




Changing our Conservation Approach

Lessons learned

- ❖ Organizing our work to make the whole of our efforts greater than the sum of its parts by **catalyzing demonstration projects into leveraged policy and broad-based strategies.**

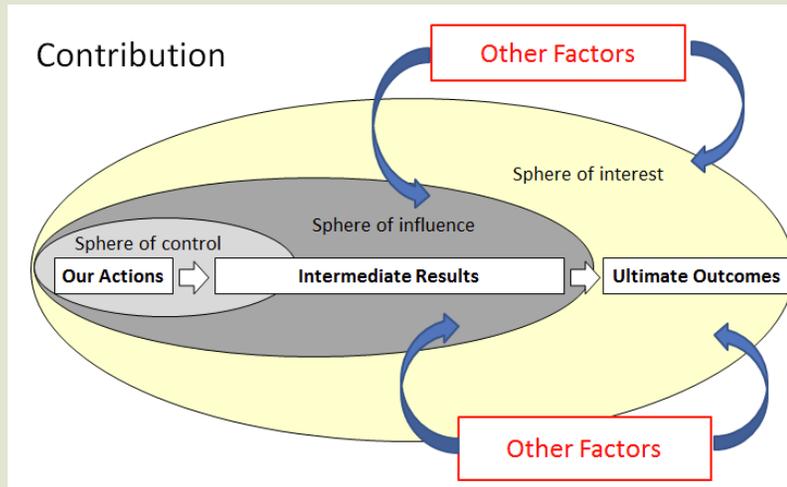




Changing our Conservation Approach

Lessons learned

- ❖ Recognize that **we can achieve more for conservation by working closely with traditional and non-traditional partners from other sectors.**





Changing our Conservation Approach

Lessons learned

- ❖ Must continue building a **better and bigger toolbox for conservation planning**.
- ❖ Integrate **spatial planning** which identifies important places for conservation action (e.g., ecoregional assessments) with **strategic planning**.
- ❖ Place more emphasis on the costs and benefits of alternative strategies.
- ❖ Recognize the growing and important role that social and economic science play in our work.



Changing our Conservation Approach

Lessons learned

Definition of a Whole System

A whole system has a recognizable unifying ecological feature and includes people. It must be large enough to maintain resilience, sustain key ecological processes and services, and allow for movement of organisms within and through it. It includes conservation areas with high ecological integrity surrounded by a matrix of lands and waters that vary in quality but are important for conservation.”

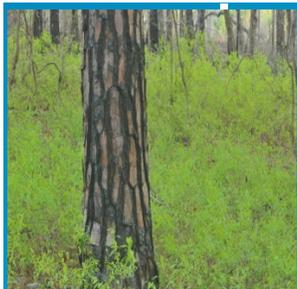
❖ Focus on whole systems

- ❖ Recognize the importance of sustaining ecosystem services and processes
- ❖ Connect our work to local people
- ❖ Deploy a variety of conservation interventions across broad landscapes and watersheds



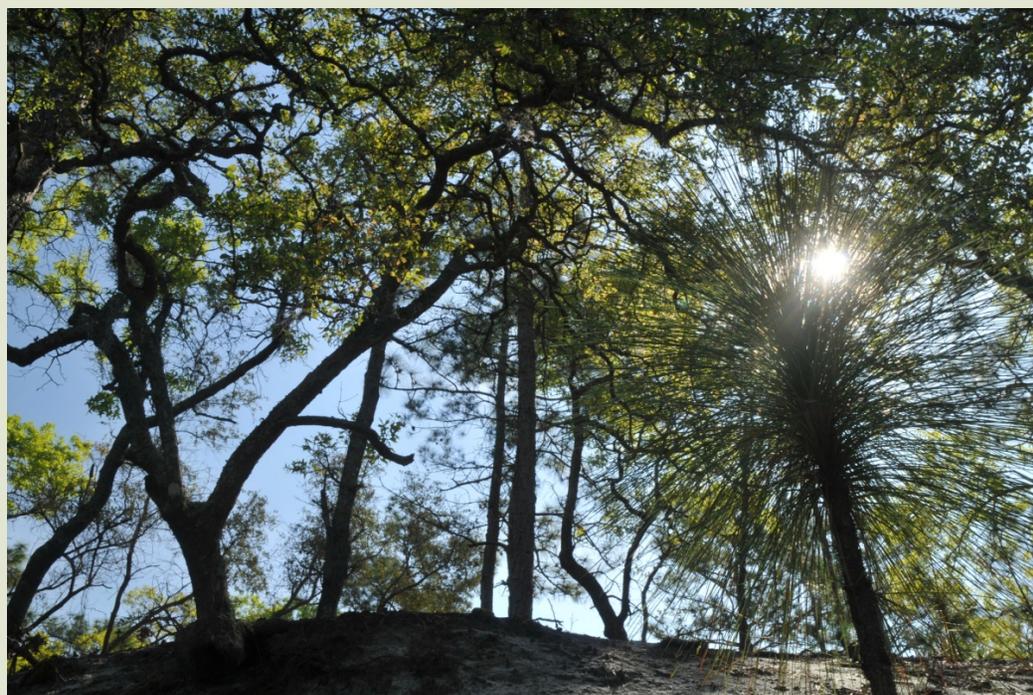
Setting priorities by applying four important filters

- ❖ *Importance for nature*, including the ability to focus on “whole systems”
- ❖ *Importance for people* focusing on natural systems whose conservation will tangibly help local people confront challenges they face
- ❖ *Near-term opportunity to have impact at scale*
- ❖ *Existence of TNC resources and capacity*



Priority Whole Systems in TNC's Eastern Division

- Northern Appalachians
- Gulf of Maine
- Connecticut River
- Southern New England Seascape
- Chesapeake Bay
- Delaware River and Bay
- Central Appalachians
- Mid-Atlantic Seascape
- **Albemarle Sound**
- **Carolinian Seascape**
- **Longleaf Pine**
- Everglades Ecosystem





Measuring our success

- ❖ Measuring effectiveness of conservation efforts has been the “Achilles heel” of the conservation community.
- ❖ A recent, Conservation Impact Goals (and Measures) initiative launched by the Chief Conservation Officer will continue to underscore the importance of measuring our conservation effectiveness.



Moving forward

- ❖ One size does ***not*** fit all for varied programs and projects
- ❖ But most projects could benefit by:
 - ❖ employing basic adaptive management components
 - ❖ drawing upon the variety of tools in conservationists' toolbox
 - ❖ doing so make us more effective and improves the practice of conservation.

