

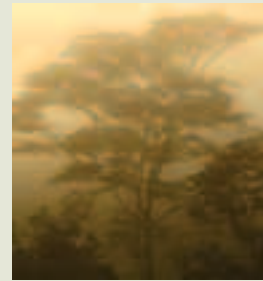
Protecting ecosystems
for **people**
and **nature**



Each morning in cities like New York, São Paulo and Shanghai, people bathe in and drink water purified by forests and dine on delicacies from the seas around them. From the savannas of East Africa to the Great Plains of North America, people graze cattle in native grasslands, the vital habitat of cranes, ducks and other migratory birds.

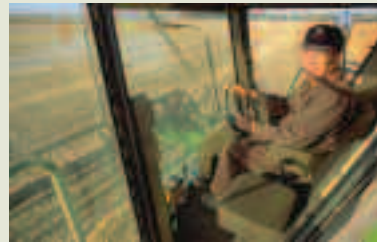


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The coffee grower in Central America, the fisherman in New England, the timber harvester in Indonesia?—all rely on the natural systems around them to sustain their basic needs for living and to earn a living selling their crops, catches and lumber around the world. And living, breathing forests everywhere—exhaling oxygen and storing carbon dioxide—keep in balance Earth's fragile atmosphere.



© Harold E. Malde

Forest, sea, grassland—each is an ecosystem, a collection of living things and the environment in which they live. Around the world, ecosystems provide us with food, water, fiber, fuel, shelter—the raw materials on which we live and make our livelihoods.



© David Wachenfeld

Surrounded by the comforts of the modern world, it is easy for many of us to overlook our dependence on the natural world. But dependent we are, rich and poor alike. Today virtually all of the planet's ecosystems have been dramatically transformed and many are in decline, meaning fewer fish to catch, less clean water, more soil erosion, and a growing potential for conflict as people compete to have and control these resources.



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For more than 50 years, The Nature Conservancy has worked with individuals, governments, businesses and many others to protect Earth's ecosystems—the plants, animals and natural habitats that ensure our very existence and enhance our quality of life. Our conservation work is an investment in people, economies and the future.

Quick facts about the nature conservancy

- 1 million individual members
- Works in more than 30 countries and all 50 U.S. states, with an increasingly global reach
- Protected more than 6 million hectares (15 million acres) in the United States and more than 41 million hectares (102 million acres) internationally
- Protected approximately 8,000 kilometers (5,000 miles) of rivers worldwide
- Owns and manages the largest private system of nature preserves in the United States

I hope that all the important things that are here now can remain—the open space, the freedom we have, the unbelievable wildlife. I want to see this landscape stay whole and functional. That means the land, the wildlife, the plant communities and our people communities.

— Dusty Crary is a third-generation rancher who voluntarily sold development rights on his property to The Nature Conservancy, preserving the open landscape for future generations.

Protecting ecosystems for people and nature

The world faces many challenges in the century ahead: achieving economic stability and growth; attaining better standards of living, especially for people in poverty; combating hunger, disease and other human health issues; finding international peace and security. Maintaining healthy ecosystems is fundamental to addressing these challenges and creating a healthy society.

Through our commitment to protecting and restoring Earth's ecosystems for the diversity of life they support, The Nature Conservancy contributes to the well-being of people everywhere.

We value the full range of nature's wealth. From dense and diverse tropical rainforests to stark deserts, from rivers and lakes to bays and oceans, every habitat deserves attention. That's why our global priorities reflect a cross-section of Earth's diversity, not just the most pristine wildernesses or the most biologically rich places.

Our aim is fully functioning, healthy ecosystems—a mosaic of private and public lands and waters in which people and nature live compatibly.



© Lynda Richardson

The challenge of conservation requires unprecedented collaboration. Together with partners—from local communities to global institutions—we find common ground and build lasting conservation solutions.

Our leadership in private lands conservation in the United States is now helping private landowners across Latin America conserve their lands.



© Mark Godfrey/TNC

strategic in approach, innovative by nature

The Nature Conservancy is a leading conservation organization working around the world to protect the lands and waters on which the diversity of life depends.

We are one of the world's largest private, nonprofit, nongovernmental conservation organizations. Yet we operate at the local level, working in hundreds of communities on the ground to conserve natural diversity and sustain livelihoods.

Science is the foundation of all our work. Critical data on plants and animals and threats to their habitats help us determine what conservation actions to take and where to take them. Socio-economic and human development data help us frame solutions that meet the needs of people.

We develop innovative tools and uncommon approaches to protect natural systems. We have pioneered voluntary land conservation practices, such as conservation easements with private landowners, as well as creative financing mechanisms with national governments.

In all that we do, we seek common ground with others, often acting as the catalyst to create lasting conservation solutions between diverse interests.

Last year, I made a trip to one of our project sites when two elderly men approached me. They explained that now there were “less fish, less shells, less coral.” I asked how we could help, and they replied, “We want you to work with us so we can realize our dream of building back the corals and fish.”

— Paul Lokani spent his childhood on the sandy beaches and dense forests of the Papua New Guinean island of Bougainville. He now directs The Nature Conservancy's Melanesia Program.



© Bill Keogh

Building on our experience establishing and managing public protected areas, The Nature Conservancy has forged a global strategy for expanding and strengthening national parks and marine sanctuaries around the world.



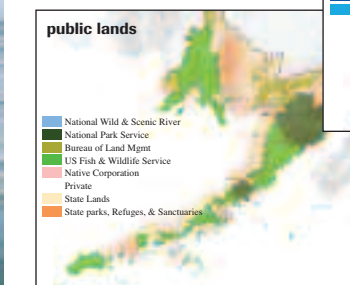
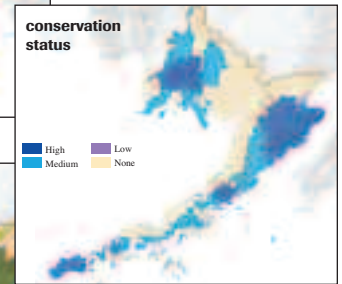
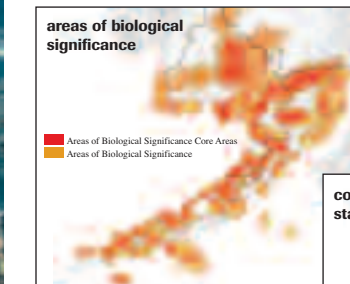
The Nature Conservancy is working to reduce the devastating effects of global climate change, promoting strategies to reduce industrial emissions, store carbon in forests and grasslands, and build conservation buffers to protect against its inevitable impacts.

© Thomas Mangelsen / Minden Pictures

Conservation by Design...

...is our science-based approach to identifying and conserving priority places around the world, ensuring that the full range of Earth's natural diversity is protected over

the long term. For the past decade, we have used this conservation



approach to tell us where to work, what to conserve, what strategies we should

use, and how effective we have been. Conservation by Design not only guides all of our actions but is fast becoming a standard guiding other conservation projects around the globe. From China to Madagascar to wildlife planning across the United States, our planning and science helps decision-makers determine where and how to direct limited resources for conservation.

creating lasting results

In today's world, everything is interconnected. And that is the crux of how we get conservation done. We build on our work at particular sites, taking successful ideas and growing them into coordinated strategies across many places or countries. We integrate our efforts so that policy, funding, training and science all work together.



We look at the big picture, taking a global view of Earth's habitats—forests, oceans and estuaries, rivers and lakes, deserts and grasslands—and the major threats to those habitats, such as climate change, habitat fragmentation, and invasive species. Our global programs catalyze new science, action and funds to address critical conservation needs around the world.

Yet we are grounded in the places we aim to conserve. In each place we work, our local staffs and partners tailor conservation actions to reflect the area's unique natural, cultural and economic conditions. We take an integrated, ecosystem-based approach that crosses political boundaries. We depend on local partners and stakeholders to identify realistic conservation solutions.

When I heard about the conservation project, we were very afraid that we would no longer have access to areas that were part of our community. Once we began to hear about the plans for the project, and the more I understood, the better I felt about what was to take place here. Now that the reserve is there, I know I'll be able to continue to fish. In essence, I believe that all conservation projects have a human benefit.

— Danilo Gonzalez Huala is a fisherman who was born and raised in the tiny village of Chaihuin in southern Chile, speaking about the Valdivian Coastal Reserve established by the Conservancy and partners in 2005.

From local communities to global forums, we work with others to:

- Protect, restore and manage lands and waters that support native wildlife and plants while meeting the needs of people
- Use science to pinpoint conservation needs and priorities and inform our decisions and actions
- Combat pervasive and widespread threats to the natural world
- Develop policies, markets and funding that benefit the environment as well as economies and individuals
- Foster sharing and learning among conservationists and those new to conservation

By linking our on-the-ground, in-the-water efforts with our global priorities and strategies, The Nature Conservancy creates conservation results built to last.

© Mark Godfrey/TNC

The Nature Conservancy has helped generate billions of dollars for conservation projects, from pioneering debt-for-nature swaps in developing countries to supporting state and local ballot initiatives across the United States.

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working together for a vibrant planet

As the world engages in ambitious goals to eradicate poverty, improve human health, and enhance economic development and security, we must **act now to protect Earth's ecosystems**, which sustain us all.

The Nature Conservancy, **through collaborative and innovative partnerships**, is committed to ensuring the health of these ecosystems.

But we need your help. We invite you to **learn more about The Nature Conservancy**. Together, we can ensure the diversity of life on Earth and enrich the quality of life today and for future generations.

visit us at
nature.org

The mission of The Nature Conservancy is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.



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