

TNC's Mission: 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.

Ten Year Goal: By 2015, in partnership with others, work to ensure effective conservation of places that represent at least 10% of every major habitat type on Earth.

10-year Project Objective

To ensure the Great Lakes ecosystem is among the best managed ecosystems in the world.

FY08-10 Project Objective:

Establish a "One Conservancy" 8-state 2-country integrated conservation operation that meets the goals below.

GOALS: FY08 FY09 FY10

- Network of protected areas:
Acres 30k 70k 200k
- Priority Watershed and Coastal Reach CAPs:
2 4 4
- Invest in AIS, Climate Change and Large Lake Basin Science & Planning:
250k 500k 1M

GOALS for FY-08-FY18:

- Net gain of 1 million acres in effectively protected areas, working lands, and improved ecosystem conditions.
- Advance protection of 20 priority watersheds across the basin.
- Maintain the health and function of 15 coastal reaches across the basin.
- Recover coastal and open water food webs and habitats.
- Support protection of priority large lake ecosystems of the world

FY08-18 STRATEGIES:

- 1. Conservation: 3 strategies**
 - a. Achieving tangible results** at scale:
 - Create network of protected areas in forest/prairie/coastline/inland waters.
 - Priority working lands in agriculture, forestry, fisheries and urban areas.
 - Achieve natural flow/hydrologic function/health in 20 priority watersheds.
 - Expand conservation impact to open water systems through protection of the coastal reach benthic and pelagic zones.
 - b. Leveraging our impact** by establishing strategic partnerships and influencing public policy.
 - c. Building strong science-based knowledge and public awareness.**
- 2. Relationships.**
 - a. Build "One Conservancy" operational approach and strengthen TNC's partnership with Nature Conservancy of Canada (NCC).
 - b. Move intergovernmental treaties, agreements/agencies to true ecosystem-management approach, cooperation among large lake basins (GL Water Quality Agreement, Great Lakes Compact, AIS, climate change, fire).
- 3. Finance.**
 - a. Raise \$200 Million in private \$.
 - b. Develop basin-wide capital investment strategy to leverage \$1 B public.
 - c. Establish Great Lakes Challenge Fund.
- 4. People**
 - a. Advance the role & activities of the GL Board of State Directors to play a more strategic leadership & collaborative role in achieving GL conservation.
 - b. Facilitate more collaboration among chapter staff and partners around GL priorities across the basin, sharing of talent and expertise .
 - c. Invest in building leadership and mgmt. skills, enhancing the quality of the workplace experience, efficiency & results, and create a dynamic values-driven culture where people are encouraged to develop transformational strategies.
- 5. Learning and Knowledge.**
 - a. Develop a broad-based conservation research agenda in partnership with top scientists and academic institutions.
 - Establish demon. projects to facilitate learning/ leverage success & knowledge through systematic replication in new priority areas.
 - b. Understand/respond to impacts of climate change & aquatic invasive species.
 - c. Create new tools and pilot projects for freshwater mgmt. solutions (e.g., assessing water withdrawal impacts).
 - d. Develop ecosystem services model for GL.
 - e. Establish a learning network of conservation practitioners addressing the large lake basins.
 - f. Build a widespread, informed community-based action plan.
 - g. Develop a Great Lakes "scorecard" to monitor and track progress.
 - h. Realize global impact by transferring resources and learning from large lake basin management to priority large lake systems of the world.

FY08-10 PLANS:

- 1a. Lake basin plan charters complete for large lake basins; Conservation Action Plan (CAP) complete for Ontario.
 - 1a. Map protected areas and working land priorities across region.
 - 1a. Priority watersheds and coastal reaches identified; CAPs completed.
 - 1a. Basin-wide 10-yr. goal/priorities OGSPs.
 - 1a. CAPs completed for half of the vision priorities.
 - 1b. See #2 a and b: - integrated approach, NCC collaboration, develop policy agenda.
 - 1c. See #5 below for science, knowledge, etc.
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- 2a. Integrate Nature Conservancy of Canada (NCC) priorities – begin with Northwest Lake Superior Coast project.
 - 2b. Develop regional policy agenda.
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- 3a. Raise first \$30M.
 - 3a. Create GL marketing plan.
 - 3b. Develop regional Government Relations plan for leveraging public \$.
 - 3b. Coastal Heritage Act plan / Pass bonds in Minnesota. Michigan, scope others.
 - 3c. Identify/solicit principal gift requests \$50M for challenge fund.
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- 4a. 4c. Work with HR/MRC/WO Conservation Strategies/Conservation Leverage Teams to develop a plan.
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- 5a. Develop regional science agenda.
 - 5b. Frame and secure funding for GL climate change research.
 - 5c. Frame and secure \$ for coastal research.
 - 5b. Develop regional Aquatic Invasive Species (AIS) research agenda.
 - 5.e. & h. Launch learning network among GL and country programs for lake basin work.