

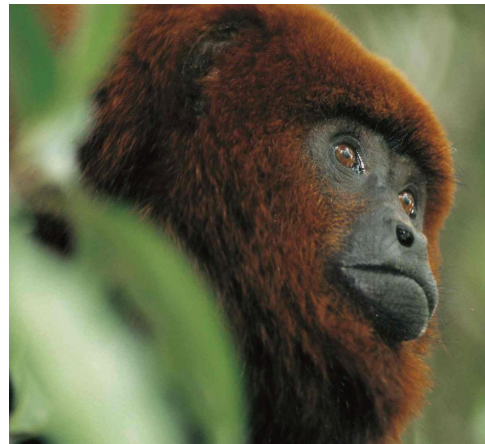
THE CONSERVATION OF HEALTHY, PRODUCTIVE FORESTS—
FORESTS THAT SUSTAIN ECONOMIES AND PEOPLE’S BASIC NEEDS
FOR LIVING, AS WELL AS PLANTS AND ANIMALS—IS
ESSENTIAL FOR A SUSTAINABLE PLANET.

forests of the world

Sheltering and verdant, forests nurture and sustain life on Earth, providing people everywhere with wood fiber, food and fresh water. More than one billion people living in extreme poverty depend on forests for their subsistence. Forests give us a world rich in plants and animals, in beauty, in variety. Into their depths, we venture time and again to refresh our spirits. Forests release oxygen and store carbon dioxide, keeping in balance Earth’s fragile atmosphere.

Nearly half of the world’s original forest cover is gone, and deforestation and degradation continue to take a heavy toll. Each year, millions of acres of forestlands are razed, often illegally, and converted to agriculture or developed. Deforestation is second only to the burning of fossil fuels as a source of carbon dioxide emissions that cause global climate change.

While we cannot halt all forest exploitation, The Nature Conservancy can help shape how and where forests are used and managed for the benefit of people and nature. The conservation of healthy, productive forests—forests that sustain economies and people’s basic needs for living, as well as plants and animals—is essential for a sustainable planet. Deforestation’s contribution to climate change makes this work even more urgent.



forests at risk

With a growing global population and rising demand for forest and agricultural products, the world’s forests—and the quality of the water we drink—are at risk. Healthy forests act like giant sponges, preventing erosion by soaking up rain and snow and gradually releasing it into streams. They also remove pollutants before they enter waterways. One-third of the world’s largest cities get most or all of their water from forested protected areas



Each year, approximately 32 million acres of natural forest—an area nearly equal to the size of Florida—are lost to deforestation. Illegal logging accounts for much of this loss. Up to 30 percent of hardwood lumber and plywood traded globally is of suspicious origin. In Indonesia, for example, an estimated 70 percent of timber exports are illegal, costing the country \$3.7 billion in lost revenue annually.

Once high-value timber is removed, forests are often converted for agricul-

ture or developed. The recent global interest in biofuels derived from plants, including sugarcane and oil palm, is triggering vast deforestation in Brazil, Colombia, Indonesia, Malaysia and elsewhere.

A degraded and fragmented forest dies a death by a thousand cuts. The invasion of pests and diseases, the removal of key tree species, the alteration of the natural fire regime, and the cumulative impacts of climate change all lead to unhealthy forests.

how you can help

Through the Campaign for a Sustainable Planet, The Nature Conservancy is working to create a world in which people and nature live in greater balance, a world where our climate is stable and where our most vital natural resources—forests, grasslands, fisheries and fresh water—are healthy, valued and secure.

Protecting the forests of the world is vital to achieving this vision, and represents one of the greatest challenges and opportunities in global conservation today.

Please join us in preserving our planet’s forests by making an investment in The Nature Conservancy’s forest priorities.

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CAMPAIGN *for a* SUSTAINABLE PLANET

FORESTS ARE ESSENTIAL FOR
LIFE ON EARTH.

- Rich in plants and animals, beauty and variety, and natural resources, forests supply people everywhere with fiber, food and fresh water.
- Forests help keep Earth’s fragile atmosphere in balance.
- Forests filter fresh water and protect against floods and erosion.
- Forests provide outdoor recreation and escape for millions of people.

THE WORLD’S FORESTS ARE
UNDER INCREASING STRESS.

- According to the Global Forest Watch, we have lost nearly half of the planet’s original forest cover.

THE NATURE CONSERVANCY
OFFERS HOPE.

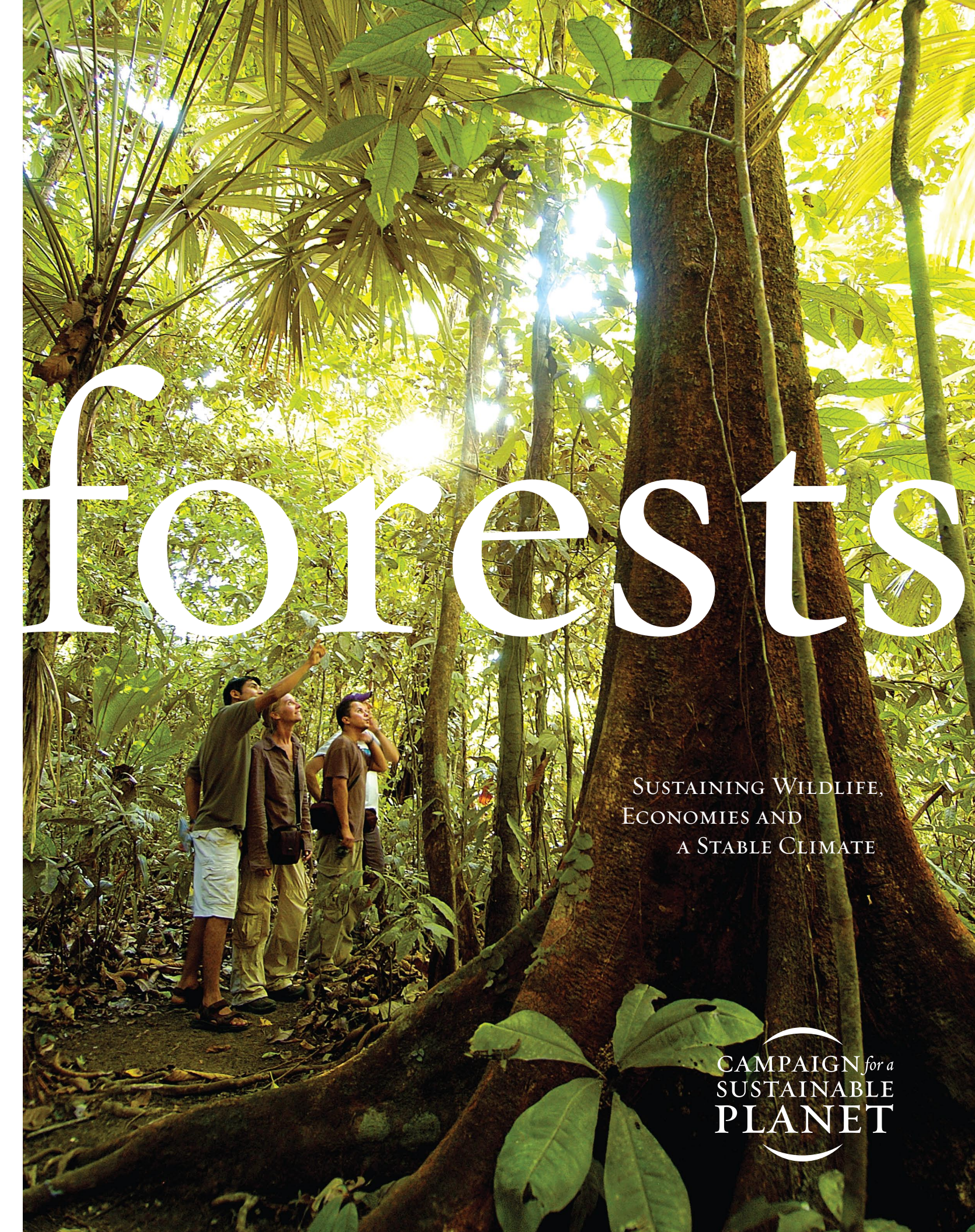
- Through partnerships and direct on-the-ground action, we have achieved striking forest-conservation results in the United States.
- Now, we need your help to achieve lasting, measurable results in forest conservation around the world.

HELP THE CONSERVANCY SAVE
OUR FORESTS. Together, we can ensure the long-term protection, sustainable care and stewardship of our forests for the benefit of plants, animals and humans.

The Nature
Conservancy 
Protecting nature. Preserving life.™

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SUSTAINING WILDLIFE,
ECONOMIES AND
A STABLE CLIMATE

CAMPAIGN *for a*
SUSTAINABLE
PLANET

at work in the world's forests

From the First Nations of Canada to coffee growers in Colombia, the people who depend on forests for sustenance are powerful allies in forest conservation.

The Nature Conservancy works with governments, communities, corporations, investors, landowners and land managers to advance economically viable and environmentally sound management solutions that benefit people and nature.



strategies

The Conservancy pursues five major strategies to achieve effective conservation in forested landscapes around the world.

EXPANDING PROTECTED AREAS:

Protected areas such as national parks and wilderness areas serve as refuges for plants and animals, including wild species whose genes can yield new medicines and better crops. Increasingly, such wild forests are valued as storehouses of carbon dioxide and thus a vital global climate regulator. The Conservancy promotes the designation of new protected areas and the sustainable funding and effective management of new and existing protected areas. We also work to engage local communities in protected area management.

ENCOURAGING SUSTAINABLE HARVESTS IN WORKING

FORESTS: The Conservancy employs market-based approaches to achieve sustainable harvests in forests designated primarily for the production of

wood fiber. One far-reaching tool is forest certification, which allows businesses and consumers to choose, with confidence, wood and paper products independently verified as having come from well-managed forests.

FINANCING FOREST

CONSERVATION: Debt-for-nature swaps, ecotourism and water-user fees, business investments and carbon funds are a few of the tools we use to generate millions of dollars for forest conservation. The Conservancy designs sustainable financing mechanisms, partners with private sector investors and creates financial incentives to improve forest management and protection.

REFORESTING KEY LANDS: Due to the high cost of restoration, the Conservancy reserves reforestation for

the highest priority lands. Reforestation involves three stages: the collection and cultivation of seedlings that often are unique to a particular place; the planting of multiple native tree species to ensure functioning ecosystems rather than mere clusters of trees; and the regular maintenance and monitoring of the new trees.

PROMOTING FOREST HEALTH:

Degraded forests are less resilient to stresses and more susceptible to drought, insect and disease epidemics, invasion by non-native plants and animals and catastrophic wildfires. The Conservancy works with public and private partners to advance responsible forest management and abatement strategies, as well as to secure public funding to improve forest health.



campaign projects

Through innovative partnerships, the Conservancy is working to protect many of Earth's most extraordinary forests.

THE FORESTS OF CANADA: From the largest remaining coastal temperate rainforest on Earth to the 1.6 billion-acre boreal forest, Canada offers opportunities for conservation on an unimaginable scale. To be successful, work in Canada must address the economic and cultural concerns of indigenous peoples, the management of large-scale protected areas and the sustainable harvest of working forests.

THE APPALACHIANS: Stretching more than 1,500 miles from Canada

to central Alabama, the Appalachians harbor some of the most diverse forests and rivers in North America. The Conservancy will acquire, conserve or secure effective management of 1.7 million acres, address the impacts of climate change and mitigate threats from invasive species and harmful forest insects.

NORTHERN ROCKIES: From the rugged peaks of northwestern Wyoming to the majestic Canadian Rockies, the Northern Rockies support



irreplaceable habitats for the most robust populations of predators and their prey in the lower 48 states. Conserving these forests requires engaging forest-product companies and private landowners to create links among publicly owned protected areas and re-establishing wildlife corridors in areas such as Glacier National Park.

SOUTHERN COASTAL PLAIN

FORESTS: Once extending from Virginia to Texas, the South's extensive coastal plain forests, especially longleaf and shortleaf pine ecosystems, have dwindled to only 4 percent of their original range. Protecting and restoring the last and largest tracts of these forests means improving fire management, encouraging sustainable forestry, reforesting key areas, utilizing easements and creating new protected areas.

FOREST BRIDGE OF THE

AMERICAS: The Forest Bridge stretches from the Sierra Madre Occidental in northern Mexico to the wilds of Panama's Darien Gap. Conservation of this vast, diverse region means creating new protected areas, implementing forest certification programs, improving fire management, and generating public and private support for forest conservation.

FOREST PARKS OF THE TROPICAL

ANDES: Conservation of the tropical Andes of Bolivia, Colombia, Ecuador, Peru and Venezuela requires strength-



ening national protected areas systems, securing conservation agreements on private lands, promoting ranching practices that improve production and enhance forest connectivity and integrating biodiversity criteria into local and national development policies.

ATLANTIC FOREST OF SOUTH

AMERICA: Encompassing portions of Brazil, Argentina and Paraguay, the Atlantic Forest is considered the most highly threatened ecosystem on Earth. Conservation success in the Atlantic Forest means preserving the 7 percent of the forest that remains and restoring key portions to their former grandeur through a large-scale reforestation program to plant 1 billion trees.

AMAZON NATIVE LANDS:

Covering portions of Bolivia, Brazil, Peru, Ecuador, Colombia and Venezuela, the Amazon Basin represents the planet's largest tropical rainforest. To be successful, conservation work must address the economic and social concerns of indigenous peoples, land-use planning and management of indigenous reserves, sustainable livelihoods and the need for large-scale investment in indigenous lands conservation.

HIGHLAND FORESTS OF EAST

AFRICA: From Kenya's mountain peaks to the shores of Lake Tanganyika, this vital oasis for chimpanzees and endemic birds is increasingly threatened. Protecting it, as well as the water source for the Eastern Rift Valley's burgeoning population, requires addressing the impacts of agriculture and development, driven by the region's poverty.

FORESTS OF THE SOUTHEAST

ASIAN ARCHIPELAGO: Vast and rich in biological diversity, the forests of southeast Asia, which include the islands of Borneo and Papua, are under siege by rising global demand for tropical wood and wood products. Reversing deforestation trends requires curbing illegal logging, promoting trade from sustain-



ably managed forests, strengthening protected-area management and assisting landowners in land-use planning.

CHINA'S YUNNAN FORESTS:

The forests of Yunnan shelter a host of rare and endangered plants and animals and are home to 15 ethnic minorities. Conserving Yunnan's forests requires working with local partners to curb the unsustainable collection of wood for fuel and building materials, promoting alternative sources of energy and green building techniques and establishing a pilot national parks system that integrates conservation and sustainable development goals.

FOREST TRADE:

The widespread adoption of legal and sustainable forest management practices and trade in forest products lies at the heart of this project. The Conservancy works to combat illegal logging, increase the supply of and demand for Forest Stewardship Council (FSC)-certified wood, strengthen U.S. and international trade policies and encourage businesses, investors and consumers to favor FSC-certified products.