



# Conservation Coaches Network

## e-newsletter

June 2012

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## Network News

### From the CCNet Chair:



Brad Northrup,  
CCNet Board Chair © TNC

It has been a busy and productive six months for our Board and staff as we've become fully engaged in developing the Network's next strategic plan. I am excited and inspired by the work we are doing and the commitment of CCNet members to this important process. Although we have a ways to go, I want to share with you two themes emerging from our planning process that will influence our work in the coming years.

First, we are reaffirming the ambitious goals and objectives set in our last strategic plan: training and support of coaches, harnessing the Network for continuous improvement, and enhancing knowledge sharing. We will recommit ourselves to these goals and explicitly address current challenges, including connecting and enhancing the skills of our expanding Network and harvesting and sharing innovative techniques, new tools and methods to meet the demands of large-scale, people-focused conservation.

Second, we will deepen our commitment to the Network's institutional strength. We have ambitious goals for building a more sustainable funding strategy, strengthening and diversifying our partnerships and franchises, and expanding outreach and communication to build awareness and support. Through the great work of our partners, franchise leaders and coaches we have created a sound platform upon which we can build. Coaches, look for an e-mail soon with a link to the draft plan online. We want your "tough love" feedback as we move to finalize the plan that will guide our work together for the next four years.

I recently came across this quote from Bill Ruckelshaus, the first head of the U.S. Environmental Protection Agency:

*"It's no exaggeration to say the movement toward a more collaborative, inclusive way of addressing environmental and natural resource problems may hold the only real hope of releasing us from self-destructive gridlock."*

Bringing people together to find conservation solutions has been fundamental to the mission of CCNet. Thanks for all you are doing to support this necessary work. I look forward to joining you in our effort to achieve conservation results by empowering people to develop, implement, evaluate, adapt, and share effective strategies. You need to go no farther than this newsletter to find great stories of how the coaches continue to make that happen.

All the Best,

Brad Northrup  
Chair, Conservation Coaches Network

### Australia. New Coach Class Focuses on Working with Indigenous Communities



Workshop participants providing spirited feedback during an exercise on facilitating the development of a "theory of change"  
© Paula Deegan

Eighteen participants from eight different organizations and five different countries came together in March for the new coach training workshop in the Atherton Tablelands area. The coaches-in-training shared valuable insights from their work with indigenous and traditional peoples and worked together to build their confidence to effectively support the CAP/Open Standards process. Three trainers with extensive experience facilitating the use of Open Standards in traditional community planning in Papua New Guinea and Australia worked alongside new coaches to share best practices for adapting the Open Standards approach for indigenous protected area planning and community settings.

The engaged and receptive participants worked attentively for five days, learning how to facilitate and coach the different steps. The

participants also experimented with community mapping and visioning techniques as ways to capture local and traditional knowledge and explored best practices for developing and maintaining partnerships. Building on the firsthand knowledge and experience of the diverse participants, the group was able to provide constructive recommendations for tackling common challenges.

As members of indigenous communities themselves, several of the participants were eager to get to work using the training to support their people as they continue to build, implement, and measure effective management programs for their lands. New coach Terrah Guymala, Chairman of the 1.4 million hectare Warddeken Indigenous Protected Area, shared that using the Open Standards framework has "given our people faith that they could stay connected to the land and a voice to express our vision for our land." He added that his people are "doing this for themselves. And CAP gave us the confidence that we are on the right track."



New coaches from Australia, China, Papua New Guinea, Indonesia, and the U.S.  
© Stuart Cowell

## Network News continued

### Africa Franchise Forming

An Africa Coaches Franchise is forming to bring together Open Standards coaches and practitioners across the continent. Anne Ntongho, from the WWF Central Africa Regional Programme Office and WWF Cameroon, is taking on the role of Franchise Leader. Supported by the European Coaches Franchise and WWF Network staff, the Franchise will help groups effectively apply the Open Standards model to their projects. As they organize, the Franchise is actively soliciting suggestions for the focus of their activities. If you would like to share ideas or be part of the new Franchise, contact [Anne Ntongho](#).



Franchise leader, Anne Ntongho, and the WWF sponsors, Basile Yapo and David Hoyle, sign the Africa Franchise Agreement © WWF

### Australian Projects in the Money

Congratulations to Australian coaches and partners—their hard work is paying off. The first round of the Federal Government's Biodiversity Fund expenditures (announced May 25) provides significant, long-term funding support to implement CAP/Open Standards plans over the next five years in the coach-supported projects, Gondwanalink, WildEyre, and Tasmanian Midlands. And the future promises to just get better for Open Standards projects in the Land Down Under. The Australian Government's draft National Wildlife Corridors Plan (NWCP) is a long-term strategy designed to protect and rebuild ecological connectivity and enhance habitat quality and resilience to climate change. The NWCP outlines a process that will formally recognize Corridor projects at a national, regional, and local level in order to focus government and community resources into coordinated activities to yield the greatest return for investment. This plan highlights six "Foundation Corridors" as examples that others should follow if they want to participate in this new program. Five of these projects—Gondwanalink, Tasmanian Midlands, Habitat 141, Trans Australia Eco-Link, Great Eastern Ranges and the South Australian Naturelinks—are using CAP/Open Standards as their framework with the support of network coaches. Way to go Aussies! For more information on the activities of the Australia franchise contact [Todd Berkinshaw](#) or [Pip Walsh](#).

### New Materials for Self-Assessing Coaching Skills

A small working group that came together at the Coaches Rally in Santa Cruz recently put the finishing touches on two documents that will serve as useful resources for self-assessing coaching skills. "Coach Designations and Self-Assessment" provides descriptions and suggested designation guidelines for coach-in-training, coach, and coach/trainer, and an attached addendum includes a list of basic skills, an optional scoring sheet, and rating guidelines. These materials are designed to help coaches evaluate and build their skills across seven competencies:

1. Facilitation
2. Conservation Knowledge
3. Open Standards
4. Theory of Change
5. Monitoring and Adaptive Management
6. Operational Planning
7. Meeting Organization

The second document, "[Detailed Coach Competencies](#)," presents additional details about basic and advanced skills. The European Coaches Franchise field-tested and improved these documents, and both are now available on the CCNet Conservation Gateway space. CCNet leaders are also working to create an online version of the self-assessment so that all coaches can feed in information about specific training needs. Summaries of this information will be used to help organize the next Coaches Rally. So please stay tuned for further instructions and updates! For more information, contact [John Morrison](#).

### Coaches Rally Coming Up—Save the Date!



Your Rally planning team is starting its engines to prepare for our next CCNet Rally! Almost every two years we come together to connect, share innovations, sharpen our skills, and uplift our spirits to carry out our mission of empowering people to develop, implement, evaluate, adapt, and share effective strategies that achieve tangible conservation results. Our next Rally will happen in March or April of 2013, in the USA. So, stay tuned, save your money, and include the Rally in your travel plans for next year. We look forward to seeing you there!

## Coaches Around the World

### Jane Goodall Institute Thanks Coaches for Helping to Protect Chimps in Africa

Seven years ago, CCNet coach Terry Cook and Caroline Byrd conducted the first CAP training workshop in Kigoma town on the shores of the Lake Tanganyika in western Tanzania. In 2006, in close partnership with TNC, Jane Goodall Institute (JGI) started to work on its first CAP for the Greater Gombe Ecosystem (GGE). Land use planning at the village scale emerged as one of the key strategies. A core conservation area was identified adjacent to the park that, if protected, would substantially increase the viability of conservation targets: stable watersheds and chimpanzee communities inside and outside the Park. By the end of 2009, guided by maps created for this first CAP process and with support from the American people through USAID, 13 villages within the Greater Gombe Ecosystem completed their village land use plans, which were then ratified by the Tanzanian government. Local communities have voluntarily assigned 9,690 hectares, or 26 percent, of their village lands as Village Forest Reserves. These interconnected reserves contain about two-thirds of the priority conservation area identified by the GGE CAP.



Participatory mapping of chimpanzee threats at a recent CAP workshop in the Democratic Republic of the Congo  
© Jane Goodall Institute

With support from 10 coaches and the larger CCNet network, JGI has since led and contributed to 5 CAP/Open Standards processes in Tanzania and the Democratic Republic of the Congo (DRC). Many lessons have been learned about how to adapt the sophisticated CAP/Open Standards methodology to realities on the ground. The most recent CAP in the DRC was a particularly challenging one, where coach Oscar Maldonado helped JGI facilitate a plan in partnership with the Institut Congolais pour la Conservation de la Nature (ICCN) and the Ministry of Environment for an area of 66 million acres—more than twice the size of the state of Virginia. The area contains the last 2,500 to 3,000 endemic eastern lowland gorilla (*Gorilla beringei graueri*) and more than 35,000 chimpanzees, the largest chimpanzee population in Africa. Just one year after this process began, stakeholders coordinated and submitted three major proposals and began implementing its most important actions.

Today, as JGI is going through a new internal strategy development process, coach Lillian Pintea remarks, "I am happy to say that the coaches' continuous support in the

past years is bearing fruit. CAP/Open Standards is envisioned to be the main conservation planning process across the organization and an important tool to improve how we protect our closest living relatives, chimpanzees and their habitats in Africa." For more information, contact [Lillian Pintea](#).

### China. WWF Tests Programme Standards for Footprint/Thematic Projects



Hong Kong Education team and Malaysia Palm Oil team (above) © Will Beale

Malaysia Palm Oil team (right) © Will Beale



Is the Open Standards framework useful for addressing projects that are more "thematic" or "problem-centered," or does it only work for "traditional biodiversity-focused" projects? This question is on many practitioners' minds these days and WWF coaches have been working hard to answer it. At a recent workshop held in Beijing, coaches Will Beale and Rod Sterne shared a version of the Programme Standards framework that they and other WWF staff re-formatted specifically for use on "footprint" work (e.g. reducing carbon emissions, the ecological footprint of commodity production and consumption). The updated approach and materials were tested with 26 WWF staff from the China, Hong Kong, Malaysia, and Mekong offices, using examples from sustainable consumption work to bring the Programme Standards process to life. Through training and testing, the workshop honed the participants' skills and built confidence in the value of applying the Programme Standards framework to footprint-type work. For more information, contact [Will Beale](#).

## Coaches Around the World continued

### Kenya. Community Comes Together



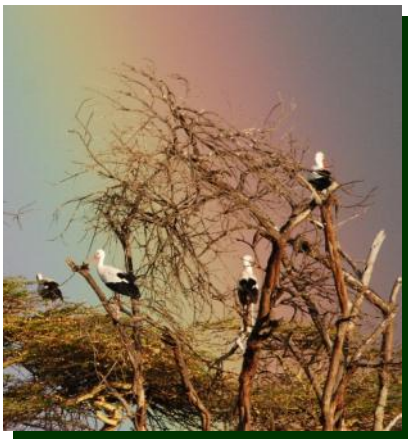
On the northern slope of Mount Kenya, a diverse group of partners came together to create a common vision for the Greater Lewa Conservation Area. The workshop participants included elders from the Samburu community and representatives from private conservancies, county government, Kenya Wildlife Service, and 35 local NGOs.

With help from coaches Terri Schulz, Colorado, and Ryan Luster, California, the large number of participants (twice what was expected) communicated across generations and multiple languages by working in small, diverse groupings. Using CAP/Open Standards as their common decision framework, the participants developed ways to share resources, skills, and strategies to address their targeted threats and charted a path for working together to pursue a sustainable future.

For more information about this workshop, contact [Terri Schulz](#).

To learn more about related work in Africa, click [here](#).

Kenya CAP workshop coaches and participants (above) are working hard to protect the Greater Lewa Conservation Area which is home to a wide variety of species (left) © Terri Schulz



### Brazil. WWF Pilots New Results-Based Management Training Format

Taking an important step toward reaching a critical mass in the Latin American region, WWF coaches-in-training and WWF Brasil staff (including Amazon Global Initiative staff) came together to pilot a feasible model for building capacity in results-based management. Using WWF Programme Standards as a platform, the piloted methodology builds on the traditional multi-team, peer review workshop format which focuses on the “Define and Design” steps, and places additional emphasis on developing and implementing realistic monitoring plans, adaptive management, and sharing lessons learned. Shifting emphasis away from pure project design, the new format will help users propel their projects through the adaptation and learning cycles. For more information, contact [Will Reidhead](#).



WWF Brasil workshop participants and coaches  
© Luciana Santos/WWF Brasil

#### Upcoming Events

- June 5-7: WWF Asia-Pacific Train the Coach Workshop, Hong Kong. Contact [Dongxin Liu](#) for more information.
- June 26-28: WWF South Pacific Multi-team Training Workshop, Suva, Fiji. Contact [Raquel Araral](#) for more information.

## Coaches Around the World continued

### Peru. Diverse Stakeholders Come Together to Design Water Fund Project

In the bustling desert city of Lima, over 50 people representing diverse interests and areas of expertise came together to work through the challenges of using the CAP/Open Standards process to develop a dynamic conservation plan for the city's water fund, the Aquafondo.

Using the participatory CAP/Open Standards model, the Aquafondo brought together government ministers and authorities, universities and research institutions, NGOs, private companies, and technical experts from water management agencies to analyze current issues and trends and envision

ways to improve water quality and availability. In a participatory process from May to December of 2011, the CAP/Open Standards format has helped the Aquafondo partners lay out a strategic plan for identifying conservation targets and threats, outlining project goals, and implementing strategies.

By taking on the responsibility of tweaking the structure of the CAP/Open Standards process specifically for water funds, the Aquafondo team developed appropriate and effective strategies for improving and maintaining water quality and for conserving watershed biodiversity. The success of the Aquafondo's efforts is encouraging and highlights the flexibility and utility of the CAP/Open Standards. Contact coach [Silvia Benitez](#) for more on the adaptations. For more information about the Aquafondo, visit [www.aquafondo.pe](http://www.aquafondo.pe) or contact [Juan José Rodríguez](#).



Beautiful lakes are part of the watersheds that the Aquafondo is working to protect. The health of these water systems is important for the 9 million people who live in the desert city of Lima. © Juan José Rodríguez

### Hawaii. Marine/Coral Reef Conservation Forges Ahead



Maui project teams on Kahoolawe  
© Emily Fielding

#### South Kohala Conservation Action Plan

Community members and agency partners are moving full-speed through Phase 2 of the South Kohala CAP/Open Standards project this spring. With support from coaches Audrey Newman, Hawaii, and Steven Victor, Micronesia, the group is busy refining and prioritizing strategies, developing indicators to measure the success of these strategies, and identifying the first steps to begin implementation. Phase 2 also includes Miradi training, which the team expects will be useful for completing the work planning as they forge ahead with their efforts to conserve the treasured South Kohala coastal ecosystem.

#### Maui Conservation Action Plans

At a recent series of CAP/Open Standards workshops, coaches and committed participants laid a sturdy foundation for moving forward with a multi-site, peer-review plan for three coral reef marine managed areas on Maui. With expert leadership from the "father" of CAP, Greg Low of

Applied Conservation, teams from Kahekili Herbivore Fisheries Management Area, Molokini Marine Life Conservation District (MLCD), and Kaho'olawe Island Reserve Commission agreed on common key ecological attributes for coral reefs, developed conservation targets, target viability, and threats, and set project scope. When the teams regrouped, they developed objectives and strategic actions for their top-ranking threats and priority resources. To get a closer look at these threats, participants boarded a motor vessel for a field trip to Molokini MLCD, where they observed and discussed conditions before and during the arrival of commercial snorkel and dive operators. At the final workshop, the group reviewed and finalized their strategies, developed and refined measures of success, conducted a project capacity assessment, and proposed measurable objectives and strategic actions for building capacity.

To keep up the momentum, the teams arranged to meet quarterly over the next 12 months. Each team agreed to put the products of their Open Standards process into an easy-to-share format by Summer 2012, so that constituents and partners can stay in the loop and up-to-date. The Maui groups will meet again in January 2013 to share their progress and to continue the CCNet tradition of learning from one another. For more information on these projects, contact [Jason Sumiye](#).

## Coaches Around the World continued

### Monterey, California. Developing Strategies for Healthy, Fire-safe Communities



Lynn Decker sharing her skills and expert tool kit  
© TNC

on-the-ground visions of desired conditions for all six of the FireScope values. With these spatially-explicit visions in mind,

the teams have been analyzing the future conditions descriptions and applying state-of-the-art fire modeling to test the effectiveness of proposed actions in fire-related scenarios. The FireScope Monterey action planning process is a key opportunity to help this community realize their vision for their home place and to better understand how the North American Fire Learning Network can provide support to fire-influenced forested communities across the U.S. as they work together to implement their cooperative program with the USDA Forest Service and the U.S. Department of the Interior agencies. The partnership has a 10-year track record of helping to restore our nation's forests and grasslands and to make human communities safer from fire. For more information on this process, please visit the FireScope Monterey [website](#) or contact [Lynn Decker](#) or [Mary Huffman](#).

“ *By reintroducing an ancient traditional cultural practice called the ‘talking stick circle,’ we all as individuals can...speak our beliefs and ideas about the process without interruption from others. This tradition has proven to be a powerful tool for FireScope Monterey members to bridge the many different perspectives into strategies and goals that take in all interests and concerns of the community.* ”

— Tom Little Bear Nason, Esselen Spiritual Leader

### California. Open Standards Help Department of Fish & Game Meet Diverse Conservation Needs

The California Department of Fish and Game (DFG) is using the CAP/Open Standards framework to develop the 2015 Revision of the State Wildlife Action Plan (SWAP). In March, the DFG began training key staff in the Open Standards and use of the Miradi software. Trainers Judy Boshoven and Natalie Dubois (Defenders of Wildlife), Richard Margoluis (Foundations of Success), and Rob Sutter (Enduring Conservation Outcomes) provided an overview of the Open Standards to over 60 staff who will be involved in the SWAP. The training encompassed all components of the first two steps of the Open Standards and included climate change.

Implementing the Open Standards at a scale as large as the state of California presents many challenges, not the least of which is selecting an efficient number of targets. There are over 800 species of greatest conservation need across the 19 terrestrial and marine ecoregions that are the focus of the SWAP planning. The DFG is developing a process to crosswalk the species with habitat types for each of the ecoregions and then prioritize habitat types for inclusion in the Open Standards process.

Incorporating climate change is a major emphasis of the DFG for this SWAP revision. At the March workshop, participants tested a process developed by Defenders of Wildlife that systematically assesses the sensitivity and adaptive capacity of each planning target and developed a hypothesis of climate impact and ratings for likelihood of climate change effect and target response. This effort was supported by climate change data from the DFG.

The group also faces the challenge of capturing all the information used to make decisions at each step in the Open Standards process. Since the SWAP will be a guiding document for DFG actions in the future and will require public review, the rationale and resources (e.g., expert input, published documents) need to be explicitly recorded throughout the process. The DFG is planning to have ecoregional teams record their plans in Miradi, and these individual files will be aggregated into a statewide database for analysis.

The California DFG's efforts to apply the Open Standards will provide valuable insights into using this approach at large scales and for State Wildlife Action Plans. The training team will share these lessons learned with Network coaches. For more information, contact [Rob Sutter](#) or [Richard Margoluis](#).

## Bulletin Board



### Got stuck, need help or found something cool? Tap into our CCNet List serve!

If you're not subscribed to the CCNet listserve, you may be missing out on interesting and useful information. The CCNet listserve is our community's virtual discussion forum where coaches have been actively exchanging ideas, tips, announcements, and examples about loads of cool things like training events, coach support needs, conservation business planning, reviewing & updating your plan, stakeholder assessments, etc. Click [here](#) to learn more about the listserve, or join by sending an e-mail to [Marjorie Bennett](#) asking her to sign you up. Please tell coaches in your part of the world about this tool and let's stay connected!



### Seeking Fellow for Mining Threats Strategy Development in Minnesota

The Coda Global Fellows Program is looking for a Fellow to assist with planning and evaluation of strategies related to water quality for large-scale mining proposals in northeast Minnesota. The state's first ever copper mine is being proposed immediately south of the iconic Boundary Waters Canoe Wilderness Area, which is part of a Conservancy Priority Conservation Area. With the discovery of other large deposits of copper and other types of minerals, numerous companies are exploring new opportunities to mine in Minnesota's north woods. The chapter is looking for a Fellow with planning experience to help evaluate potential threats related to these new mining proposals and develop a well-defined position and appropriate strategies to engage with this new set of stakeholders. TNC coaches can read the full fellowship description [here](#). Other coaches who are interested in learning more can contact [Jolie Sibert](#).



### Coaching Global and Regional "Conservation Business Plans"

Diverse global and regional programs and projects received coaching support in conservation business planning this year. From Mongolia to Patagonia, coaches supported teams and their project leaders, guiding them through the steps of planning, asking hard and direct questions, and providing critical feedback. Since coaches are not part of the teams they support, this standpoint allows them to play a crucial independent role that is respected and valued by the teams they help. Their diverse experience and knowledge has made it possible to find the right matches between coaches and a project with particular needs. These relationships and work plans are consolidated as a fellowship through TNC's Coda Global Fellows Program. If you are interested in serving as a conservation business planning coach, please contact [Jolie Sibert](#).



### Seeking Fellow for Conservation Action Planning in Nevada

The Nevada Chapter is looking for a Coda Global Fellow to help with their conservation action planning process for the Walker River Basin in western Nevada and eastern California—a beautiful part of the world! This Fellowship is less about facilitating large planning meetings and more about small group interviews to capture relevant information for the CAP/Open Standards process.

The bulk of the work can be completed from the Fellow's own office with some travel to the Reno office approximately once a month for 2 to 3 days throughout the Fellowship. The Fellow should also be proficient in the CAP Excel workbook and production of reports from that workbook. TNC coaches interested in learning more about the opportunity can click [here](#) for more information. All others who are interested can contact [Jolie Sibert](#).





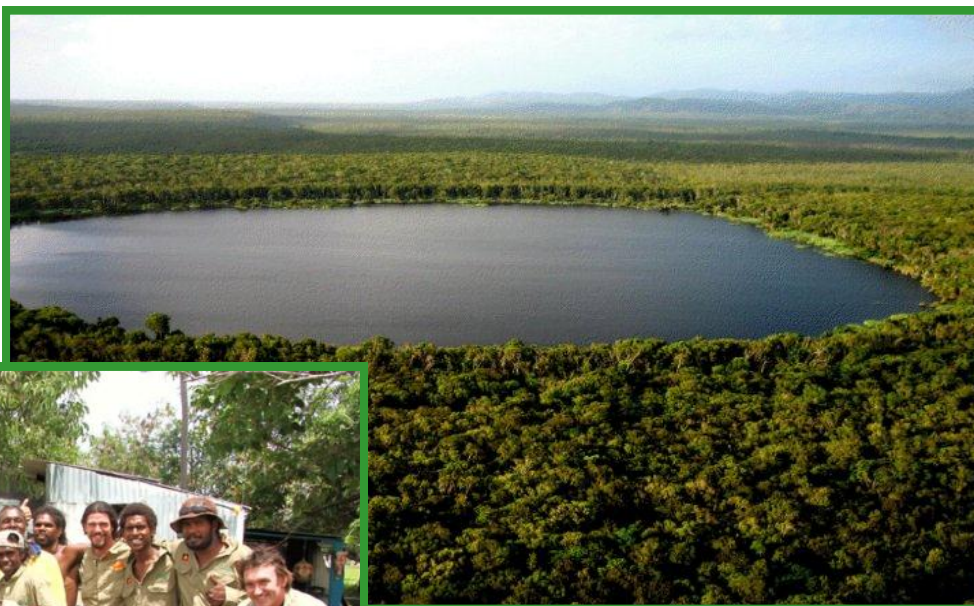
## New Coach Naomi Hobson Shares How Open Standards Are Bringing Her Umpila People “Back to Country”



*“My name is Naomi Hobson, and I am an Umpila person through my father’s father. This is a bit of my story about how we re-energised our fading traditional owner group and made a plan to keep our country and our culture strong and healthy.”*

Naomi Hobson is a new coach-in-training who participated in the recent Australia HCP/CAP class. She shared her heartfelt personal story about stepping up and taking on the responsibilities of a coach and how the CAP/Open Standards process is helping her community find their way back to “country.” Read more about her journey [here](#).

As a young girl, Naomi saw her Umpila tribe suffer as cultural leaders passed away and their native lands were neglected. Now, she is working to engage her community in managing cultural and environmental threats of today and tomorrow. © Kalan Enterprise



Halfway up the east coast of Australia’s Cape York Peninsula lies Umpila country—a biodiverse region of mountainous tropical rainforests and coastal lowlands bordered by mangroves, sand dunes, and shallow waters fringed with coral reef. © Balkanu Corporation

The Umpila people have looked after the country for generations, and working with CCNet coaches since early 2011, the team (left) has established the first Healthy Country Plan in the region. © Nicholas Mills

“ *Seeing these young people talk up and planning big future for Umpila, makes mitpi ngaiyu [spirit mine] happy...you know...my puya [heart] is light now and... I sleep much better at night time now...very good, very good...thank you.* ”

— Lawrence Omeenyo, Umpila Elder

CCNet Newsletter Team - Sara Delheimer, Cristina Lasch, Jora Young, Felix Cybulla

For more information about the Conservation Coaches Network (CCNet) contact: [Cristina Lasch](#) or [Jora Young](#).