



The Conservation Coaches Network (CCNet) is a global community of trained professional coaches that use the Conservation Standards to strengthen conservation action and results around the world.

The Conservation Standards are a free, common structure practitioners can use to promote evidence-based excellence in practice and learn from each other across organizational, geographic, cultural, temporal or spatial barriers.

CCNet recognizes that conservation is only achieved when all key stakeholders—such as community leaders, scientists, resource managers—are engaged to work collaboratively toward long-term solutions. CCNet Coaches bring people together in ways that honor the diverse expertise and knowledge of a group and foster a collaborative, inclusive, and productive environment for decision-making and shared learning.

CCNet coaches are linked and regularly connect with scores of other coaches, ensuring that such knowledge-sharing happens across organizations, countries, and continents. Using the common language of the Conservation Standards, coaches support project teams and capture, communicate, learn, and share what is working worldwide. Exemplary wetland restoration techniques in Florida can be shared with a team working in China. Community-based conservation with traditional resource owners in Canada or Ecuador may build on approaches from Australian Indigenous peoples' movement to return "to country", while incorporating the participatory mapping techniques of a coach working with grazing cooperatives in Kenya.

Currently CCNet is represented in regional networks led by local partners in Africa, Australia, Europe, Latin America, North America, Pacific Islands, Southeast Asia, China, Mongolia, and two communities of practice (CoP): one on Teaching Adaptive Management (TAM) in universities and one that supports coaches who apply the Conservation Standards on Indigenous lands and waters. These networks and communities of practice are the operational arms of CCNet who link and strengthen practitioners within each region and on specific topics.

Regional and CoP leaders, partner representatives from The Nature Conservancy, World Wide Fund for Nature and Foundations of Success, and a Conservation Measures Partnership representative make up the CCNet Global Board, which is presided by a Global Chairperson. We also have a small global coordination team with five

members, including the CCNet Chairperson and two coordinators (whose time is covered from the central CCNet budget, adding up to 70% of a full-time paid position). Members of the coordination team work for partner organizations and volunteer their time. This group is responsible for ensuring a timely completion of CCNet activities.

CCNet operates through a three-year strategic plan and activity-based budget, which is approved by its board. Annual work plans and budgets are also approved by the board. Implementation of the work plan is overseen by the CCNet coordination team, in close coordination with the board. Regional and thematic networks play a critical role in implementation.

Our global work is made possible by the considerable in-kind support provided by CCNet participants, specific project collaborators, partner organizations, and donors.

We are pleased to present this summary of our CCNet Global accomplishments during the past year.

Overview of 2020 Accomplishments

The year 2020 was marked by the global COVID-19 health emergency, which has been coupled with environmental and social emergencies in many places, and has caused disruptions and challenges for all. In spite of numerous challenges, CCNet coaches have kept busy, adapting, helping train others and supporting conservation projects around the world.

Examples of how coaches have contributed to conservation efforts around the globe in 2020 include:

Participatory public protected area management:

- With support from WWF government authorities in Mongolia and Colombia adopted protected area guidance built upon the Conservation Standards.
- WWF and independent coaches developed materials in Spanish to guide coastal and marine protected areas including local and Indigenous communities.
- With support from WWF, TNC and the Mongolian Ministry of Environment and Tourism (MET), 17 Mongolian Protected Areas developed management and tourism plans which were officially approved.

Community-based conservation:

- The Maui Nui Makai Network with support from TNC coaches completed the Malama I ke Kai: Community Action Guide from Hawaii, and Independent coaches and colleagues from Conservation Management, Nature United, TNC and WWF updated Healthy Country Planning resources to support projects on Indigenous and communal lands and waters in Australia, Canada, Chile, Colombia and Ecuador.
- Colleagues from the Indigenous Peoples Burning Network trained Indigenous fire practitioners to bring fire back into the culture and landscape, as part of the Yurok-Hoopa-Karuk Healthy Country Plan in North America.
- The Barkandji people completed a Healthy Country Plan and established a technical reference group consisting of government and non-government stakeholders to find solutions that will help bring back the health of the iconic Darling River system in Australia.
- Coaches in Bush Heritage conducted a systems review including the design of field data capture and a monitoring platform that has strong potential to become a National Platform for monitoring data.

Management of natural and cultural heritage on private land:

- Coaches at Fundació Catalunya la Pedrera helped teams develop and implement management plans of sites at Estany de Sils, Montserrat-Coll de Can Maçana and Congost de Mont-rebei in Spain.

Wildlife management:

- Local villages in Gabon worked with WWF coaches to establish sustainable hunting rules to improve bushmeat management.
- An independent coach supported organizations collaborating on jaguar conservation in Argentina to look at results from the past decade to learn and adapt ongoing efforts. This work was sponsored by Fundación Vida Silvestre Argentina and WWF-Switzerland.
- North American government partners in the United States Fish and Wildlife Service (USFWS) used the Conservation Standards to evaluate their monarch butterfly conservation program and make improvements with their allies.
- Colleagues from Birdlife Netherlands completed their five-year strategic plan to guide the conservation of wild bird species and the habitats on which they depend.
- With support from FOS coaches, North American government partners from the USFWS used the Conservation Standards to assess multi-year capacity-building investments in Africa that focus on training emerging conservation leaders to guide conservation efforts and address major threats facing wildlife populations.
- International aid agencies from the United States and the United collaborated to understand how adaptive management is practiced in efforts to combat wildlife trafficking.
- TNC coaches in China helped complete a Conservation Action Planning framework for the Yangtze Finless Porpoise Nature Reserve in Hubei.
- After the Endangered Wildlife Trust (EWT) and the Africa Crane Conservation Programme (ACCP) committed to the adoption of the Conservation Standards some years ago, several projects are now demonstrating new and bigger impacts, and teams are being able to secure larger and longer term funding as well as scale up their impacts.

Human development and private sector engagement efforts:

- Coaches worked with IUCN to develop an international guidance for a practical, stepwise approach for companies to develop a corporate strategic plan for biodiversity.
- WWF-Malaysia updated its five year Sustainable Markets Program.
- The Measuring Impact II Project has been engaged in USAID activity co-creation and design, using the Conservation Standards, most recently in Madagascar, Zambia and the DRC, emphasizing human development objectives and private sector engagement.

Training practitioners in the Conservation Standards:

- Coaches in regional and thematic networks are increasing capacities of local practitioners by offering virtual trainings in multiple languages on the Conservation Standards and method adaptations such as Healthy Country Planning in Africa, Australia, Europe, Latin America, and North America.
- Coaches have been hosting Conservation Standards trainings for young professionals in collaboration with academic institutions in Morocco, New Zealand, different parts of North America, and through online trainings that have a global reach.

The next sections reflect accomplishments from our global Network, following our strategic plan activities.

Recruit, Train and Support Coaches across Multiple Institutions around the Planet



New coach trainings

While our ability to meet in person was limited, 15 new coaches were trained at our first coach training in South Africa in February. The training was co-hosted with CCNet Africa and Endangered Wildlife Trust, with support from trainers from Cape Nature and the International Crane Foundation. In January, The Nature Conservancy's (TNC) global science program hosted a facilitator's training on its adaptation of the Conservation Standards - Conservation By Design 2.0. The training was conducted by TNC coaches and subject experts and followed a learning-by-doing format where all 29 attendees from across TNC came together as a "Community of Practice" to support each other and advance the the practical application of CbD2.0.

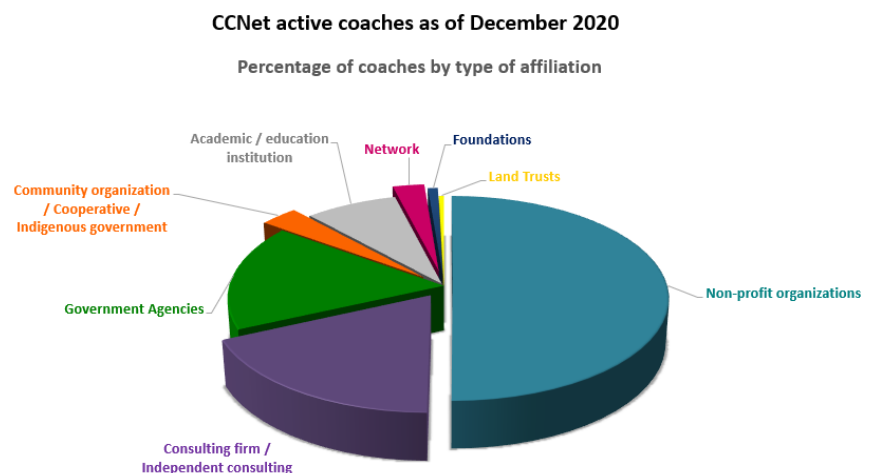
In 2020, we offered a series of professional development opportunities for conservation coaches that focused on virtual coaching and tools and tips for working with teams remotely. The webinars are hosted on our [CCNet Global Youtube channel](#).

With support from Foundations of Success, we updated the introductory online Conservation Standards training course that is offered for free on [ConservationTraining.org](#). [Planning for Conservation: Using the Conservation Standards](#) provides detailed guidance on Steps 1 and 2 of the Conservation Standards, which focus on assessing the situation and planning conservation projects and programs.



We currently have 708 active coaches, representing over 250 institutions and helping projects in 69 countries on all continents.

Our Network serves a wide range of participants from all walks of life, including students, active professionals, and retired colleagues. Slightly over half of our coaches work with non-profit organizations, followed by 18% in independent consultancies and close to 17% in government agencies. We also have smaller percentages of participants from academic institutions, community-based and indigenous organizations and networks, foundations, and land trusts.



Establish a Clear Pathway towards Professional Conservation Coaching

In order to advance the professional recognition of conservation coaching, we launched our second party [CCNet Certification Program](#) in 2018.

Three coaches from Australia, Bulgaria, and Uruguay received their certification in 2020.

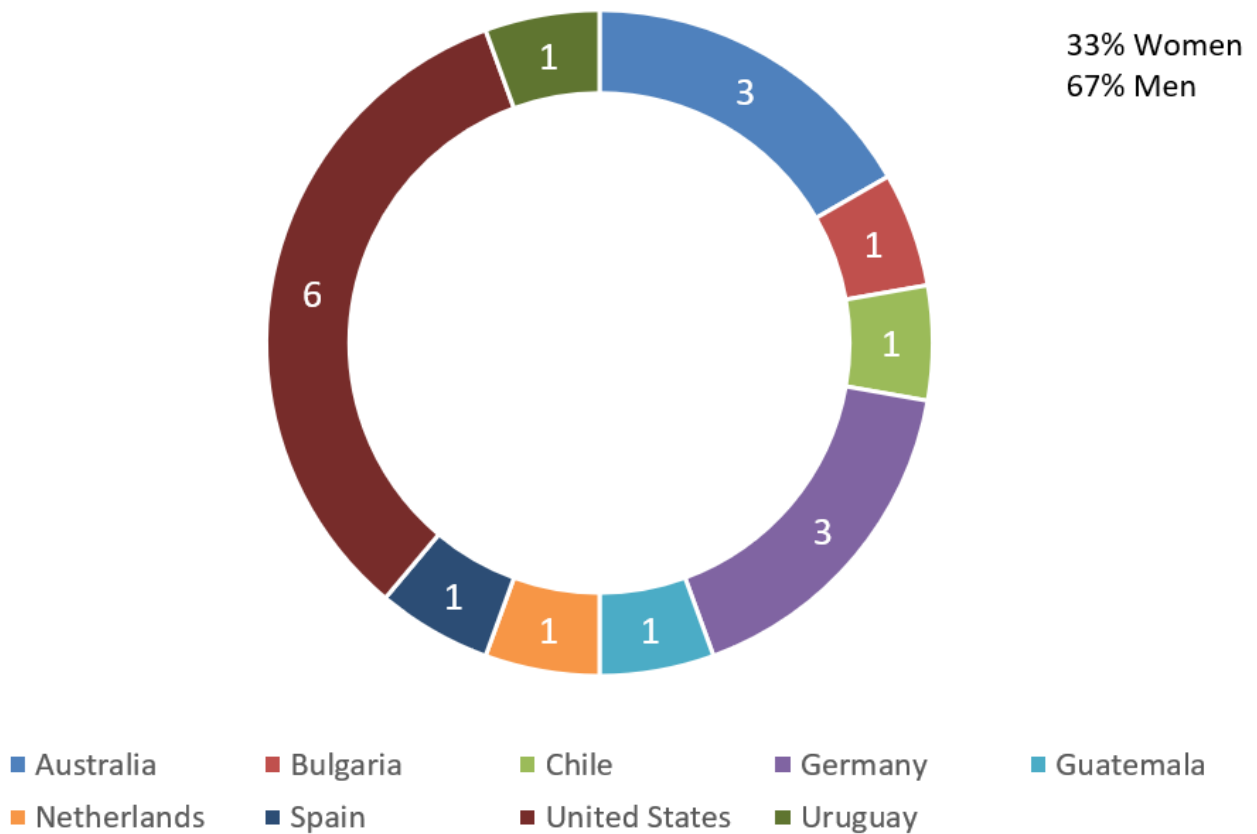
We are currently receiving additional requests for certification and will announce the next cadre of Certified CCNet Coaches later in 2021.



Benefits of certification include:

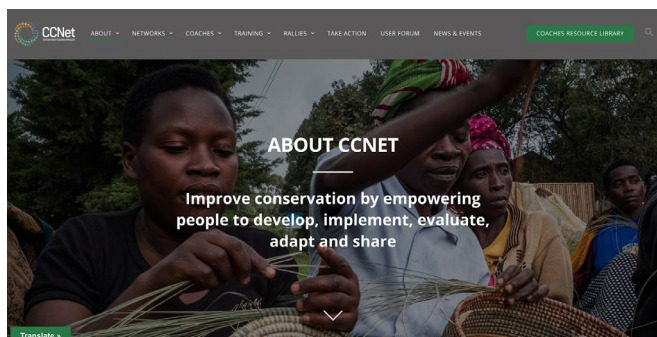
- Acknowledge of peers;
- Professional recognition of important skills to offer
- Eventually, advantage for jobs, consultancies, etc.
- Drive improvement in the practice of conservation coaching
- Assurance to those contracting coaches
- Reduced risk to the reputation of the Conservation Standards

CCNet Certified Coaches by Country



Promote Efficient Knowledge Sharing

Our Website



One of our major accomplishments this past year was a much-anticipated update of our website.

We worked in close collaboration with colleagues from the Conservation Measures Partnership (CMP), Conservation Standards practitioners, and website designers at [Evermaven, Inc](#) to redesign the websites. After 10 months of hard work our brand new websites saw the light!

In an effort to make the relationship between all three organizations more clear, we have created a common landing page and coordinated the design across the websites to illustrate that the organizations are interconnected and work together to solve conservation challenges across the globe.

You can find them at the URLs below:

- Conservation Coaches Network (CCNet): <https://www.ccnetwork.com/>
- Conservation Standards: <https://conservationstandards.org/>
- Conservation Measures Partnership (CMP): <https://www.conservationmeasures.org/>

Our Listserv

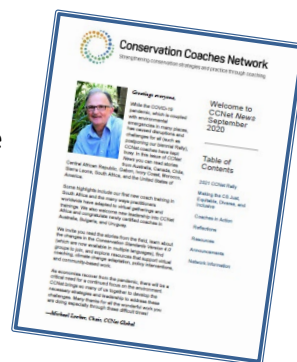


Through a simple e-mail exchange service, we currently connect over 800 subscribers from around the world who ask questions, share experiences, and communicate interesting opportunities about the application of the

Conservation Standards and related conservation and sustainable development topics. This forum is open to conservation coaches and conservation practitioners who apply the Conservation Standards.

Our Newsletter

Twice a year we share our CCNet News electronic newsletter to provide a unique forum where conservation coaches tell stories about their work around the world in their own words. We invite you to look at past editions and sign up for the CCNet News [here](#).



Our CCNet Rally

Approximately every two years we come together to connect, share innovations, sharpen our skills, and uplift our spirits to support conservation practitioners to do better, smarter conservation all around the world. In 2019, we started preparations for our big community gathering, which was slated to take place in Victoria, Canada in May of 2020. An enthusiastic planning team and colleagues from around the world prepared interesting sessions, but due to the global health emergency we decided to postpone our meeting until October 2022. We are currently making preparations to hold a virtual gathering during the last quarter of 2021 with an array of interesting and fun sessions and events for our community. Rally updates will be shared [here](#).

Institutionalize and Strengthen the Network

CCNet Regional Networks and Communities of Practice



We currently have nine active regional networks and two thematic communities of practice. One of the communities of practice focuses on teaching adaptive management in collaboration with academic institutions, and the other one focuses on supporting practitioners and conservation coaches working on Conservation Standards projects on Indigenous Lands and Waters.

CCNet Regional Networks are localized groups or network hubs, who link and support coaches within each geography, in coordination with the global coaches network. These networks advance the practice of conservation with support from organizations, donors, and sometimes through training fees, but most often with significant volunteer time provided as in-kind support. Our Network works because of the generosity, energy, dedication and hard work of our volunteer Network leaders around the world.

In 2020, we strengthened leadership and re-organized in Africa, Australia, Europe, Latin America, North America, and Southeast Asia. CCNet Europe held its annual assembly and shared a generic theory of change that can be used and adapted by other regional networks. Regional networks and communities of practice have been connecting practitioners, updating their websites, and offering webinars on topics that address participant interests, such as: Integrating tradeoff analysis into conservation planning; How the Conservation Standards can help define evaluation questions; What has changed in the latest version of the Conservation Standards.

In addition, CCNet Regional Networks and Communities of Practice have conducted courses to train practitioners and graduate students in the Conservation Standards and Healthy Country Planning. Our motto as conservation coaches is “*learn it and pass it on.*” In that regard, 2020 was rewarding in many ways. For example, coaches from Latin America and Europe co-organized and implemented a virtual training for protected area managers in Chile. Coaches in Brazil, Canada, Chile, Colombia, Ecuador, and Mexico have been adapting and translating materials to train colleagues and support community-based conservation based on examples from Australia’s Healthy Country Planning approach. Coaches from the Teaching Adaptive Management Network collaborated with the University of Wisconsin-Madison Nelson Institute for Environmental Studies, Foundations of Success (FOS), and the Conservation Measures Partnership (CMP) to launch a 12-week online course that focuses on the implementation of the Conservation Standards. In some countries, such as Colombia and Mongolia, where coaches have been consistently providing training and support for protected area management, government authorities have formally adopted the Conservation Standards for protected area planning and management and recently produced their own guidance materials.

This last year, members of Regional Networks and Communities of Practice have produced valuable resources that support our global network, including:

- **For community-based conservation:**
 - The Malama Mālama I Ke Kai: Community Action Guide shared by colleagues from Hawaii
 - A guide shared by colleagues from Chile for planning and management of Marine Protected Areas with participation of local and/or indigenous communities based on the Conservation Standards
 - Healthy Country Planning resources shared by colleagues from Australia and Canada
- **For ecosystem-based adaptation and climate change effects on biodiversity and communities:**
 - Under the auspices of the Conservation Measures Partnership and in collaboration with a project of the GIZ (a German development agency), CCNet coaches from Europe and North America collaborated to produce the following two guidance documents: The Conservation Standards Applied to Ecosystem-based Adaptation and the Climate-Smart Conservation Practice.
- **A wide array of support tools and reports shared by colleagues from USAID:**
 - Adaptive Management and Conservation Standards Resources are found on USAID's brand new BiodiversityLinks website.

Strategic Alliances

In alliance with the Conservation Measures Partnership (CMP), we have:

- Worked with a wide range of community members to review and update the Conservation Standards and launched the Conservation Standards version 4.0 in English, Catalan, French, Mandarin, Portuguese, and Mongolian. Spanish is coming.
- Worked with a Joint Guidance Review Committee to review and post materials and guidance on the Conservation Standards and CCNet websites.
- Contributed to the development of practitioner guidance on ecosystem-based adaptation.
- Collaborated to better incorporate Justice, Equity, Diversity and Inclusion when we apply the Conservation Standards.
- Launched our third global Conservation Standards "Adaptive Management Case Study Competition" and announced the winners at a ceremony in November 2020.



2nd place:

Congratulations to TRAFFIC on their entry: **Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES)**. This case study called attention to the very important topic of wildlife trafficking in aviation supply chains.



1st place:

Congratulations to Endangered Wildlife Trust (EWT) and International Crane Foundation (ICF) on their entry: **Partnership Adoption of the Conservation Standards**. This case study expertly highlighted their use of the Conservation Standards and the judges felt that they demonstrated compelling lessons learned.



3rd place (tie):

Congratulations to the Chilean National Forest Corporation (CONAF) for two of their entries tied for third place! In their entry: **Think to learn, learn to know, know to adapt, adapt to win**, the team shared challenges and failures, as well as accomplishments around protecting the Chilean Wine Palm.

The other case study: **Conservation and Adaptive Management Strategies for Chile's National System of Protected Areas (SNASPE)**, showed a creative utilization of the Conservation Standards for implementation and adaptive management of strategies at a large scale.

1st Place: [Partnership Adoption of the Conservation Standards](#)

2nd Place: [Reducing Opportunities for Unlawful Transport of Endangered Species \(ROUTES\)](#)

3rd Place (TIE): [Think to Learn, Learn to Know, Know to Adapt, Adapt to Win, and Conservation and Adaptive Management Strategies for Chile's National System of Protected Areas \(SNASPE\)](#)

Honorable Mention: [Demonstrating Integrated Conservation Planning and Implementation for Habitat Management and Wildlife Protection in Mount Mantalingahan Protected Landscape](#)

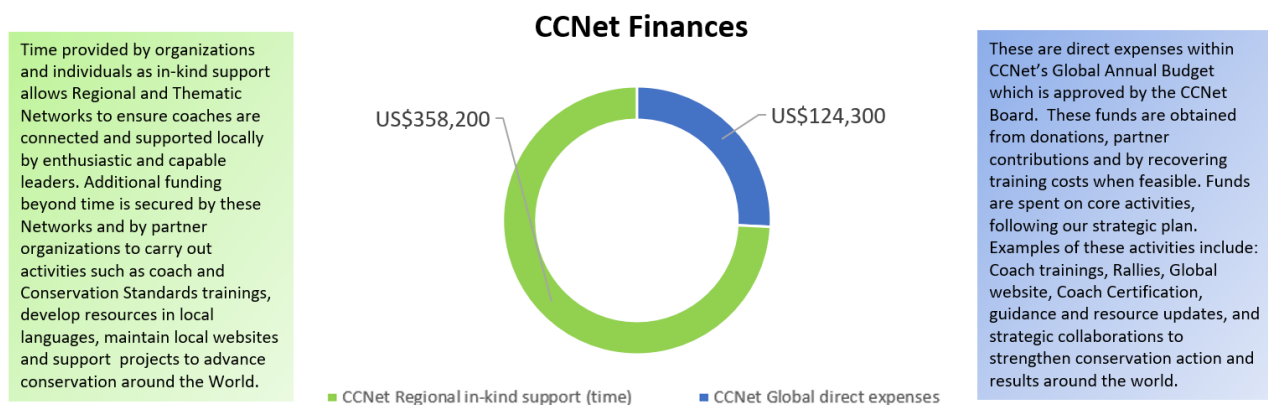
Finances

CCNet operates on a three-year activity-based budget, which is included in our strategic plan. Every year, the annual budget and estimated income is reviewed and approved by the Board, together with the annual workplan. TNC is the organization that manages income and expenses on behalf of CCNet, and periodic financial reports are shared with both the CCNet Coordination Team and the Board. Our Network has demonstrated consistent healthy financial management since its establishment.



In 2020 we spent US\$124,300 to provide support through core activities. As shown in the graph below, the amount of in-kind support provided by our CCNet Regional and Thematic Networks was nearly three times as high, and this is only counting time provided. These local groups or network hubs, are a vital part of our Global Network, they are the ones who link and support coaches within each geography, in coordination with the global coaches network. These networks advance the practice of conservation with support from organizations, donors, and sometimes through training fees, but most often with significant volunteer time from individuals who provide in-kind support in service to our CCNet community.

Our global work is made possible by the energy, talents and support provided by CCNet participants, specific project collaborators, partner organizations, and donors.



For more information, contact [John Morrison](#) (CCNet General Coordinator) and [Cristina Lasch](#) (CCNet Operations Coordinator).

Please join us, so that together we can train additional coaches, expand professional growth opportunities for our participants, and investigate new funding models for a self-sustaining network.