



**Conservation Coaches Network**

Strengthening conservation strategies and practice through coaching

## Overview of 2021 Accomplishments

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 – 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, effective, and productive environment for decision-making and shared learning.

Using the common language of the Conservation Standards, coaches support project teams and capture, communicate, learn, and share what is and what isn't working worldwide. Exemplar wetland restoration techniques in Florida can be shared with a team working in China. Community-based conservation with traditional resource owners in Canada or Chile may build on approaches from the Australian indigenous movement to return “to country”, incorporating participatory mapping techniques of a coach working with grazing cooperatives in Kenya.

CCNet coaches are linked and regularly connect with scores of other coaches, ensuring that such knowledge-sharing happens across organizations, countries, and continents.

During the year 2021 our world struggled through disruptions and challenges caused by the continued global COVID-19 health emergency which in many places happened in conjunction with environmental and social emergencies. Since we had to postpone our biennial gathering from May of 2020 to October in 2022, we held a virtual gathering in 2021. In spite of numerous challenges, CCNet coaches have kept busy, adapting, training others and supporting conservation projects around the world.

Some illustrative examples of how coaches have contributed to conservation efforts around the globe in 2021:

#### **Participatory protected area management:**

- The [official guidance for management plans for protected areas in Mongolia](#), which follows the Conservation Standards, was updated to incorporate strategic policy and planning requirements issued by the Government of Mongolia.
- In China coaches from TNC and the Academy of Inventory and Planning (AIP) National Forestry and Grassland Administration kicked off a number of events to promote the local adoption of the Conservation Standards in China, to support the effective management of protected areas.
- Coaches provided guidance for management plan development, reviews and updates for protected areas in several countries.

#### **Community-based conservation:**

- Aboriginal stewards in Australia, and Indigenous, ranching, farming and fishing communities in Chile, Colombia and Ecuador were supported through Healthy Country Planning (HCP).
- In an effort sponsored by the [Great Barrier Reef Foundation](#), coaches strengthened implementation capacities of Community Action Plan Leaders in fourteen Traditional Owner and community-led projects, to protect the reef while contributing to community outcomes along the Great Barrier Reef.
- WWF Chile produced a [Marine Protected Area Management Guide for Local Audiences](#), which is available in Spanish and English.
- Coaches also contributed to cultural and urban planning in efforts such as the strategic plan for the Protection of La Antigua in Guatemala
- At our 2021 Rally, colleagues from Africa offered a keynote talk which focused on healthy wetlands for the cranes and people of Rukiga, Uganda - an example of an integrated 'population, health and environment' approach. The talk, found [here](#) in English, French, Spanish and Portuguese, was shared by colleagues from the Margaret Pyke Trust, International Crane Foundation, The Rugarama Hospital, The Medical Research Council, Uganda Virus Research Institute and London School of Hygiene and Tropical Medicine's Uganda Research Unit, The Endangered Wildlife Trust and the Durrell Wildlife Conservation Trust.

#### **Wildlife management:**

- Coaches from many different organizations supported bird protection efforts in countries such as Argentina, Australia, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uganda, Uruguay, Venezuela.
- Tiny monkeys such as lion tamarins in South America and great apes such as the bonobos in Africa were also supported by conservation coaches.
- Elephant conservation in Africa got support from conservation coaches.
- Coaches also contributed to the protection of wild cats in El Salvador, Malaysia and across multiple areas in Africa.

#### **Climate change:**

- Coaches contributed to climate change vulnerability reduction in the Guatemalan Caribbean.
- CapeNature, who manages a statutory nature reserve network totaling approximately 830 800 hectares in the Western Cape province of South Africa, worked with the Dassenberg Coastal Catchment Partnership and volunteer CCNet coaches to pilot the Conservation Standards process in a critical climate change corridor.

### **Training next conservationist generations in Results-based Adaptive Management:**

- Coaches trained several hundred conservation practitioners and under-graduate and graduate level university students in the Conservation Standards and Miradi in different languages in geographies such as Australia, Brazil, Canada, China, Mongolia, Morocco, New Zealand, Timor Leste, Papua New Guinea, and the United States.
- Coaches helped develop and facilitate online courses to share the Conservation Standards and adaptations such as Healthy Country Planning with a larger audience. Course announcements can be found [here](#).

### **Organizational adoption of Conservation Standards and related adaptations:**

- Coaches have been supporting organizations to institutionalize the Conservation Standards, including natural resource management groups, government entities, non-profit organizations, Zoos, local Councils, among others.
- Coaches supported strategic planning at the country or regional level, aligning outcomes to global impact, within several organizations.
- The MAVA Foundation developed a unique approach to building strategic partnerships, anchored in the Conservation Standards, in collaboration with Foundations of Success and all of their partners, entitled “[Strategic Partnerships, MAVA’s approach to scaling up conservation impact](#)”. This new approach to philanthropy is aimed at ambitious and sustainable impact through meaningful collaboration.
- Bush Heritage Australia completed a systems review including the design of a field data capture and a monitoring platform which has potential to turn it into a National Platform for monitoring data in Australia.
- Parks Canada set up a set of self-paced training modules and is also offering an informal training to agency staff on general facilitation and facilitating CS workshops/processes, together with the Canadian Wildlife Service.
- WWF-Malaysia trained their staff in the Project and Programme Standards, which is WWF’s adaptation of the Conservation Standards, and trained local and institutional partners in the Conservation Standards, and WWF-Laos received coaching support for strategic planning and organizational development.
- TNC coaches have provided training to staff and supported projects in the application of Conservation by Design 2.0 (TNC’s adaptation of the Conservation Standards) for strategic and business planning, monitoring, evaluation, and learning, in several states the United States, Argentina, Brazil, Colombia, Ecuador, Kenya, Mexico, New Zealand.

### **Sharing the Conservation Standards:**

- Under the sponsorship of CMP, the Conservation Standards were translated to Mongolian, and are found [here](#), and Conservation Standards presentations were updated and are available in English and French, [here](#).
- Video instructions for using Miradi, were also made available in Mongolian, and can be found [here](#).

## How we are organized

Currently CCNet is represented in regional networks led by local colleagues 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, together with 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 Network 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 Network participants, specific project collaborators, partner organizations and donors.

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

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

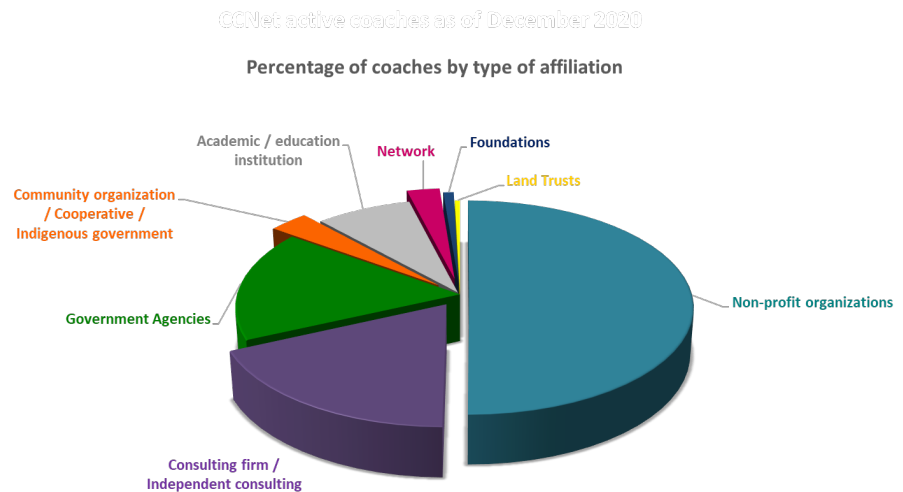
### New coach trainings

Due to the continued global health situation, we were unable to host new conservation coach trainings in 2021, but we are looking forward to training new coaches in 2022.



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. In smaller percentages we also have 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, Canada/United Kingdom and the United States received their certification in 2021,

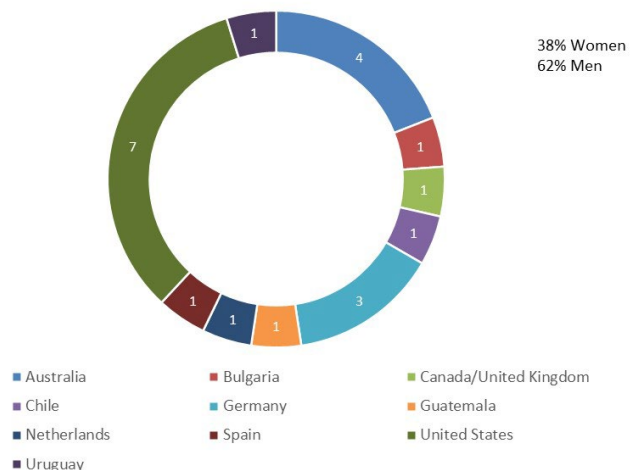


We are currently receiving additional requests for certification and will announce the next cadre of Certified CCNet Coaches at the Rally in October.

### Benefits of Certification:

- Acknowledgement of peers;
- Professional recognition that someone has important skills to offer;
- Eventually, advantage in for jobs, consultancies;
- Drive improvement in the practice of conservation coaching;
- Assurance to anyone contracting a coach that they are getting the services of a qualified coach;
- Reduced risk to the reputation of the Open Standards arising from a poor coaching

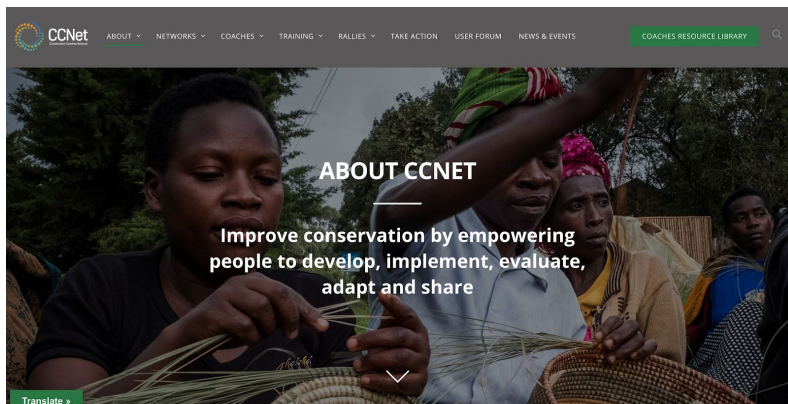
### CCNet Certified Coaches by Country





## Promote Efficient Knowledge Sharing

### Our Website



In 2020 we launched our updated website and in 2021 we have been updating relevant information to support conservation coaches and practitioners.

In an effort to make the relationship between the Conservation Coaches Network, the Conservation Measures Partnership and the Conservation Standards more clear, we coordinated the design across the websites to illustrate that our alliances are interconnected and work

together to solve conservation challenges across the globe. You can visit the URL for each website and you'll have the option to also go to either of the other sites on the landing page as well.

You can find them at the URLs below:

- Conservation Coaches Network (CCNet): <https://www.ccnetglobal.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. [Here](#) you can learn more.

### Our Newsletters

Our newsletter provides a unique forum where conservation coaches tell stories about their work around the world in their own words. We have redesigned our CCNet News, to facilitate sharing information provided by coaches with our Network.

We encourage Network participants to submit news and stories anytime throughout the year, and created specific forms for this purpose. The CCNet Newsletters focus on these different types of news:

- Resources, announcements and upcoming trainings or events – these are shared every other month. Content submission form found [here](#).
- Stories from conservation coaches around the world – these are shared on a quarterly basis. Content submission form found [here](#).



We invite you to look at past editions and sign up for the CCNet News [here](#)

## Our CCNet Rally



At CCNet we come together approximately every two years to connect, share innovations, sharpen our skills, and uplift our spirits to support conservation practitioners to do better, smarter conservation all around the world.

Our community event focused on *Adapting to a Changed World*, and took place from November 3 – 12, 2021.

Generosity is what fuels our community, and the Rally provides a golden opportunity for all participants to nurture our community, by engaging and actively contributing to strengthen each other to do better conservation.

Thanks to a hard-working, enthusiastic voluntary planning team and help from coaches and friends around the world, we were able to offer diverse activities, such as plenary events to expand our horizons and inspire us to continue adapting to the world's needs and workshops to hone existing and new skills and share approaches. At CCNet we have a motto that is the heart of our community: *learn it and pass it on*.

A total of 221 participants from 41 countries met to learn and exchange experiences at **CCNet Rally 2021—Online - Adapting to a Changed World**. We offered two plenary presentations and a total of eight interactive sessions that were hosted in different time slots, to accommodate over 17 different time zones where active conservation coaches are located. Sessions were organized in the following tracks:

- Conservation Standards Cycle
- Enhancing the Capacity of Coaches and Strengthening our Network
- Mainstreaming the Conservation Standards
- Planning with Indigenous and Local Peoples and Community-Based Resource Management
- Knowledge and Skills for the Emerging Future



All sessions and plenaries were well attended. The sessions that were most popular were Miradi Software (102 attendees), Easy Conservation Standards (90 attendees), and Going Virtual and Staying Effective with the Conservation Standards (80 attendees). All other sessions had over 60 attendees, except for the one that was limited to Regional Network and Community of Practice leaders, which had 32 attendees.

Overall feedback was highly positive, and we learned valuable lessons during our first digital Rally.

Plenary recordings are available in English, Spanish, Portuguese and French, and some session recordings are available in English.



Visit our [2021 Rally website](#) for more information.

We are preparing a smaller version of our in-person Rally for October 17-21, 2022 in Victoria, Canada, with adaptations considering the global health emergency and other challenges our world currently faces. We hope you can join us! We expect to share a preliminary program in early June. 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, that link and support coaches within each geography, in their own language and cultural context, 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.

Regional networks and communities of practice have been connecting practitioners, updating their websites and offering webinars on topics that address participant interests, such as for example:

- Incorporating equity, justice, diversity and inclusion in conservation, watch [here](#).
- From Chrysalis to Butterfly: Transforming Conservation Questions into Evaluation Design, watch [here](#).
- Decision science: Integrating tradeoff analysis into conservation planning, watch [here](#).

In addition, CCNet regional Networks and Communities of Practice have conducted courses to train practitioners and graduate students in the Conservation Standards, Healthy Country Planning and other method adaptations, and have actively collaborated across countries and between organizations. Our motto as conservation coaches is *'learn it and pass it on'*, and 2021 was rewarding in many ways, including for example, that coaches from different regions co-organized and implemented multiple sessions at our digital Rally.

CCNet coaches helped design and implement online training programs such as the successful 12-week course that focuses on the implementation of the Conservation Standards co-created by the Teaching Adaptive Management Network with The University of Wisconsin-Madison Nelson Institute for Environmental Studies, Foundations of Success (FOS), and the Conservation Measures Partnership (CMP). In 2021 The Durrell Conservation Academy launched a very popular online course that is offered several times per year, which is facilitated by coaches. The Center for Wildlife Studies has also been conducting Conservation Standards trainings. Ongoing training opportunities on the Conservation Standards and related adaptations can be found [here](#).



## Strategic Alliances

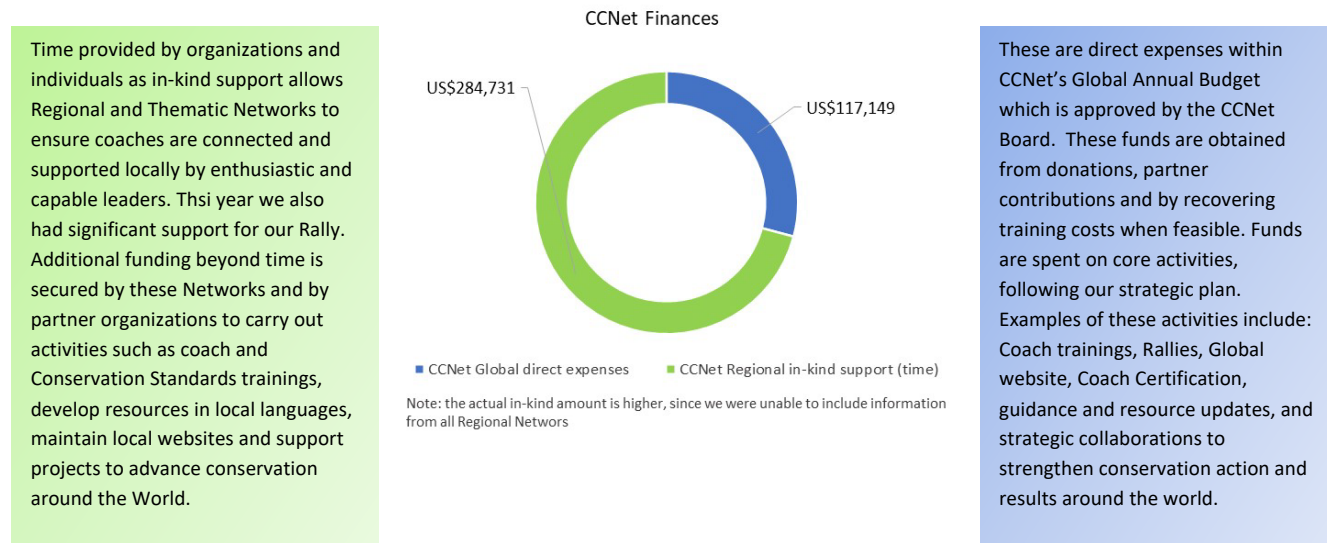
In alliance with the Conservation Measures Partnership (CMP), we have:

- Worked with a wide range of community members to review and update content related to the Conservation Standards. In 2021 and sponsored by CMP the Conservation Standards version 4.0 was translated to Mongolian, and Spanish is coming. The Conservation Standards can be found [here](#) in multiple languages.
- Updated the basic PowerPoint slides that can be used to introduce the Conservation Standards, with sponsorship from CMP. These are available [here](#), in English and French, and Spanish is coming.
- CMP launched a Conservation Standards Video Viewing Contest which led to over 1,500 views of the testimonial videos, and the winners were announced at the closing plenary at the Rally in November of 2021. The two videos with the most viewers were: [International Crane Foundation, featuring Rich Beilfuss](#) and [The Nature Conservancy & World Wildlife Fund Mongolia, featuring Munkhchuluun Basan and Tuguldur Enkhtsetseg](#).
- Worked with a Joint Guidance Review Committee to review and post materials and guidance on the Conservation Standards and CCNet websites.
- Collaborated to better incorporate Justice, Equity, Diversity and Inclusion when we apply the Conservation Standards.

## 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, but we need to strengthen our long-term sustainability.

In 2021 we spent US\$117,149 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 over two times as high, and in reality it is higher because for this report we were unable to estimate time provided by all regions. 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.



## Thank You!

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

We thank all our donors and supporters who have enabled all of us in the Conservation Coaches Network to serve teams and projects around the world, bringing hope in spite of the disruption our world experiences on so many fronts.

We are grateful for your support; it is hugely appreciated!

## We asked our participants what CCNet means to them



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.**