



Conservation Coaches Network

Strengthening conservation strategies and practice through coaching

Welcome to *CCNet Stories* August 2022!

The stories in this newsletter show how CCNet coaches and the Conservation Standards are supporting conservation efforts across the globe. Enjoy!

Coaches Around the World



The Peregrine Fund Begins to Use the Conservation Standards

Story from [Quinn Shurtliff](#)

[The Peregrine Fund](#) (TPF) is a USA-based non-profit with a mission to conserve birds of prey worldwide. In late 2021, Quinn Shurtliff, a Certified Coach with [NaturePlan](#), began training and coaching members of a team focused on conserving the Aplomado Falcon in Texas, USA. The aim was to create an action plan for the falcon using the Conservation Standards framework. Leaders of the organization wanted to use the falcon project as a test case to better understand the Conservation Standards process and determine if the framework would be useful to apply to some of their other 30 projects worldwide.

After a series of virtual training and planning workshops, the team enthusiastically endorsed the

Conservation Standards. Consequently, TPF's Director of Research, David Anderson, began working with other projects focused on different species (California Condor, Ridgway's Hawk) and places (southwestern USA, Panama, Hispaniola) with the intent of duplicating the process and products developed for the Aplomado Falcon project. We look forward to seeing great things come from TPF in the future as it uses the Conservation Standards to systematize its planning process.

To learn more, visit <https://www.peregrinefund.org/> or contact [Quinn Shurtliff](#).

Photo (above): Aplomado Falcon. Photo by [Francis Eatherington](#), Flickr. [CC BY-SA 2.0](#)



New Coach Training at Tour du Valat, France

Story from [Xavi Escuté](#)

This past spring, a group of 24 experienced conservationists discussed and practiced how to support conservation teams during a New Conservation Coaches Training. Since in-person events have been so rare during the pandemic, this training was an exciting opportunity to re-engage with conservation professionals and coaches-to-be in Europe.

The training took place at the [Tour du Valat](#) research institute in la Camargue, a region in southern France between the Mediterranean Sea and the two arms of the Rhône delta--an ideal and inspiring venue for the training! During the training, participants discussed the best ways to support the planning and implementation of impactful conservation projects with their own organizations or as external coaches. The training offered updated coaching-related materials and practice time for participants to strengthen their skills.

According to participant evaluations, emails, and other feedback, the training was successful and added value. Here's what some participants said:

- "Thanks so much for the links and documents and the great training!"
- "Thanks for the information and great workshop, so far I feel charged with positive energy."
- "Many thanks Xavier for your message and the useful resources, I'll make good use of these very soon as we have two online training planned this month of June...Thanks so much again for your support and enthusiasm!"

Participants came from 18 organizations in 16 countries, including the MAVA team and MAVA partner organizations, nongovernmental organizations from Europe and beyond, and three European universities (University of Applied Sciences Van Hall Larenstein in the Netherlands, Matej Bel University in Slovakia, and HNE Eberswalde University in Germany). Two participants were independent consultants.

From the trainers' perspective, the event was a great opportunity to share experiences and learn from a fantastic team of professional conservationists and to get a lot of energy from the group!

This New Coaches Training was organized by CCNet Europe, sponsored by the [MAVA Foundation](#), and hosted by [Tour du Valat](#). The training team included Catherine Payne, Marko Pećarević, Peter Cranswick, and Xavi Escuté.

We welcome all newly trained coaches into our CCNet community!

Learn more: <https://ccneteuropa.org/events/>

Photo (above): Participants at the CCNet Europe New Coach Training 2022. Photo by Sara Eastlander.



Conservation Standards Help Collaborative, Landscape-Scale Project in Aotearoa New Zealand

Story from [Haojin Tan](#)

[Southern Lakes Sanctuary](#) is a landscape-scale conservation project that unites six major conservation groups working to eradicate introduced predators from the Southern Lakes region in Central Otago, New Zealand. This area has a wider range of habitat types and more native species than most other areas in New Zealand and is home to about 30 Threatened/At-Risk species. The long-term vision for this region is a sustainable network of predator control that is led by community action and increases employment opportunities for local communities. In turn, this work will contribute to the New Zealand government's [Predator Free 2050 programme](#).

The Southern Lakes Sanctuary Trust is using the Conservation Standards to develop a Site Conservation Management Plan; establish the project vision, conservation and human wellbeing targets, and threats; and understand more deeply how the work they are doing creates gains for all. In May 2022, representatives from 24 agencies and organisations attended the first-ever Conservation Standards Training in Aotearoa New Zealand. This was also the first time that

Southern Lakes Sanctuary members were under the same roof to discuss common goals and strategies. Participants reported that after five days of deep reflection and discussion there is now a feeling of tribe (and pride!). Although the journey ahead now seems bigger than previously envisioned, Southern Lakes Sanctuary members are excited to forge ahead with the right tools and support.

This training was supported by the Otago Regional Council, Queenstown Lakes District Council, RealNZ, The Nature Conservancy, and United States Embassy. The training was facilitated by Phillipa Walsh (CCNet coach) and Haojin Tan (CCNet coach-in-training) along with Bruce Jefferies and Simon Smale from the Southern Lakes Sanctuary. The workshop was hosted by Southern Lakes Sanctuary held at the Cardrona Alpine Resort in Central Otago.

Learn more [here](#) or contact [Haojin Tan](#).

Photo (above): Participants enjoying a little break from the workshop and taking in the glorious Southern Lakes landscape. Southern Lakes Sanctuary photo.



EbA Mainstreaming Decision-Making Tool

Story from [Yven Echeverria](#)

In 2017, Conservation Standards Coach, Yven Echeverria, led the development of an ecosystem-based adaptation (EbA) mainstreaming decision-making tool that was published by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH as part of their Global Project "Mainstreaming EbA — Strengthening Ecosystem-based Adaptation in Planning and Decision-Making Processes."

Initially, the EbA mainstreaming decision-making tool, which takes the five steps of the Conservation Standards into account, was developed as a strategic framework to guide the incorporation of EbA into climate change adaptation programs for protected areas in Mexico. Since then, it has had impacts beyond protected areas. It has been successfully used with key actors from the private, public and social sectors that are vulnerable to climate change, including

tourism, fisheries, cattle raising.

The EbA mainstreaming decision-making tool considers different entry points, and one of them is the integration and systematization of local knowledge on what has worked and what hasn't worked and ways to facilitate the incorporation of lessons learned into the new management cycle. This guidance directly supports step 5 of the Conservation Standards as a key input to feed lessons and evidence back into steps 1 and 2 of "Assess and Plan."

In Mexico, the greatest progress with EbA mainstreaming has been achieved in the livestock sector. In 2018, with support from WWF's Mexico Program, an association of 35 ranchers in the state of Coahuila ("Carnes de Múzquiz") evaluated their vulnerability and identified the environmental, social, and productive co-benefits of their livestock management in the face of climate change. During the collaborative planning effort the team identified local solutions and conducted a cost-benefit analysis comparing income obtained by ranchers in extreme drought years. The analysis demonstrated that ranches that had implemented preventative management practices as climate change adaptation solutions had better income than other ranches during years of extreme drought. In addition, ranchers identified a series of local solutions that generated environmental, social, productive and economic benefits as core principles of sustainable livestock.

This collaboration between WWF-Mexico and Coach Yven Echeverria has led to many moments worth celebrating:

1. Ranchers prioritized solutions that met EbA quality criteria and agreed they should be considered as no-regret solutions that should be promoted to strengthen the supply chain at a regional scale.
2. The "Carnes de Múzquiz" and Centro Educativo Familiar Básico Sostenible, A.C. ([CEFADEBAS](#)) became members and founding partners of a civil association called the Mexican Round Table for Sustainable Livestock. This opens additional strategic opportunities to promote livestock value chains with a nationwide multi-stakeholder collaboration platform.
3. The International Union for Conservation of Nature (IUCN) EbA-Fund accepted a project submitted by WWF Mexico to mainstream proven EbA solutions among small-scale cattle ranchers to increase the resilience of the livestock supply chain in Northeast Mexico.

Contact [Yven Echeverria](#) to learn more and check out the following resources:

- [GIZ \(2018\). Entry Points for Mainstreaming Ecosystem-based Adaptation. The Case of Mexico.](#)
- [GIZ \(2019\). Emerging lessons for mainstreaming Ecosystem-based Adaptation: Strategic entry points and processes.](#)

Photo (above): Cattle ranching management. Photo by Rolando Barrera.



Conservation Coach Training in Colorado, USA

Story from [Doug Pearsall](#) and [John Paskus](#)

Recently, CCNet North America and Colorado State University co-sponsored a Conservation Coach Training at the Colorado State University Mountain Campus.. Eleven participants attended the workshop, representing nongovernmental organizations, a public wildlife management agency, a private company, and a university. Most participants came from across the USA; one attendee joined us from Colombia. The attendees' diverse life experiences and perspectives made discussions rich and lively.

During the training, which was facilitated by CCNet North America co-leads Terri Schulz (TNC), Doug Pearsall (TNC), and John Paskus (Michigan State University), attendees embraced the opportunity to practice facilitation skills with impressive energy and creativity. Case studies focused on reducing deforestation by large corporate investors in the Amazonian plains and agriculture-related water quality issues in southwestern Tennessee rivers. The Amazonian plains case study featured Indigenous peoples and local communities and offered experience working through human wellbeing targets and indicators.

Located at roughly 9,000 feet in the Rocky Mountains, the CSU Mountain Campus offered stunning scenery and trails that provided opportunities for recharging before and after workshop sessions. A large portion of this landscape was burned by the Cameron Peak wildfire, the largest recorded wildfire in Colorado history. This was a great reminder of the dynamic nature of ecosystems and the complex role that past management practices, insect outbreaks, disease, and climate change play in shaping landscapes.

We welcome our newly minted coaches into our CCNet community!

Photo (above): Participants of the Conservation Coach Training at the Colorado State University Mountain Campus. Photo by TNC-Colorado.

Special Announcement

CCNet Rally 2022 Coming Up!

We are thrilled about the opportunity to see many of you in Canada at our upcoming *CCNet Rally 2022: Strengthening connections to our people and planet.*

We have reached maximum capacity. If you registered, we will send out communications in the coming weeks, so stay tuned! You can also find updates on the [CCNet website](#).

Our colleague Jaclyn Lucas launched a [Crowdfunding campaign](#) to help cover attendance costs for colleagues who need financial support. The campaign will be open until September 13! Please help us share the campaign--it's a great opportunity to talk to family, friends, and colleagues about the work you do as a coach or practitioner who uses the Conservation Standards and how that makes a difference in our world! If you can contribute, no amount is too small, and it will be put to good use. We would like to express our gratitude to all who have supported the Rally so far with time and donations!

Thanks for all you do for conservation and to keep our community vibrant!

--CCNet Rally 2022 Planning Team



Share Your Stories

CCNet Stories comes out once per quarter. We also send out the *CCNet News* newsletter throughout the year with announcements, upcoming trainings, and resources. You can submit stories and news for upcoming newsletters at any time and we'll feature them in the next issue.

[Submit stories or news](#)

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