

## Welcome to CCNet Stories July 2023!

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



Photo (above): Red-billed chough.

#### Adopting the Conservation Standards at Kent Wildlife Trust

Kent Wildlife Trust (KWT) is one of 46 trusts that form The Wildlife Trusts Federation, which covers the entire United Kingdom. We manage 80 nature reserves within Kent, the most southeastern county of England and work to restore landscapes and reintroduce species, including European bison, pine marten, and red-billed chough. We also work with farmers, land managers, and local communities to take action for nature together.

Recently, we have been working to adopt the Conservation Standards. We initially used the Conservation Standards as a project management methodology for our red-billed chough reintroduction project, in partnership with The Wildwood Trust. We were fortunate to have CCNet coach Catherine Payne guide our team through project planning, and one of our team members received coach training with the CCNet Europe in May 2022.

The benefits of the Conservation Standards were immediately apparent, and numerous teams at KWT recognised the potential to use them on a wider scale. Simultaneously, senior management were seeking a standardized project management framework for the organisation, so KWT began to implement the Conservation Standards.

To increase capacity and successfully adopt the Conservation Standards, we hired two new project coordinators to join a team leader on a "Project Coordination Team." The team worked to gain buy-in, improve understanding of the methodology, and increase motivation for use of the Conservation Standards across all levels of the organisation. The original plan was to allow two years to get our work "planned" using the Conservation Standards, but the team was able to reach this milestone within nine months. The KWT 2030 strategy is now "planned" using the Conservation Standards, and we are planning and tracking activity and impact of all teams through [Miradj](#), a project management software designed by conservation practitioners, for conservation practitioners.

Strong interpersonal relationships, mass buy-in across the organization, including support from senior management and the Board of Trustees, and support from the CCNet community helped the team succeed. We've also had some challenges, including resistance to the amount of time needed for planning, incorporating governance processes, and communicating across the organisation.

And we still have a lot to do! We will soon be auditing our work, so we're currently focused on getting teams to "complete the loop" and adapt their work. This sits alongside an important cultural step of being okay with getting things wrong and learning from mistakes. Hopefully, this learning can support and inform others doing similar work in the United Kingdom and beyond.

To learn more, visit the [Kent Wildlife Trust website](#) or contact [Elysia Barker-Davies](#).

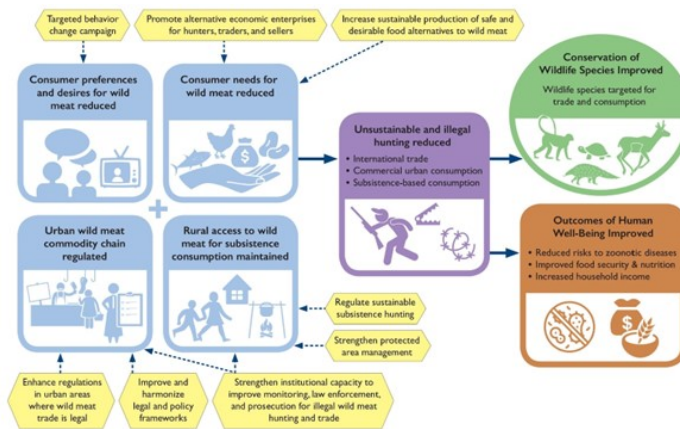


Photo (above): The figure above shows the generalized wild meat theory of change. See the more detailed theory of change [here](#).

### Using the Conservation Standards to Address Wild Meat Issues

The United States Agency for International Development (USAID) Biodiversity Division hosts the [Wild Meat Collaborative Learning Group](#), which brings together multiple interests—including biodiversity conservation, food security and nutrition, public health, and livelihoods—to support evidence-based decision making and improved programming on wild meat issues.

In 2021, this global group of USAID staff used its expertise and the Conservation Standards to develop a generalized theory of change to address wild meat issues. The group then developed a set of questions to fill information gaps. The outputs of this work are summarized in a [Learning Agenda](#) and a theory of change infographic, which has proven to be a highly accessible and inspiring guiding framework for all of the learning group's efforts.

The Wild Meat Collaborative Learning Group is also hosting a [four-part webinar series](#) with USAID's Central Africa Regional Program for the Environment, the [U.S. Fish and Wildlife Service](#), and the [Center for International Forestry Research](#). This series will aggregate lessons to improve our collective wild meat-related programs and will culminate in an in-person Learning Exchange in October 2023 in Central Africa. During this Learning Exchange, the learning group will roll out a Wild Meat Programming Toolkit that provides guidance and tools for designing more effective wild meat programming. Based on the Conservation Standards, the toolkit will focus on the cross-sectoral approaches needed for wild meat programs to succeed and strengthening monitoring for improved adaptive management.

To learn more, visit the [Wild Meat Learning Group website](#) or contact [Natalie Bailey](#).



Photo (above): Cracker Lake in Glacier National Park. Photo by Jacob W. Frank/NPS.

### Using the Conservation Standards for Landscape Conservation Design in the Crown of the Continent Ecosystem

The Crown of the Continent Ecosystem spans nearly 18 million acres across Montana in the USA and Alberta and British Columbia in Canada. The region supports native fish and wildlife species near pristine headwaters that provide cold, clean water to millions of people. To achieve a resilient, sustainable socio-ecological landscape, the Crown Managers Partnership, a collaboration of state, provincial, and federal resource managers in the USA and Canada, convened a Landscape Conservation Design (LCD). The LCD brings stakeholders together to prioritize and coordinate actions on the ground. The

process is participatory, transparent, iterative, and, most importantly, voluntary. These characteristics compel stakeholders to engage in the process, contribute to products like optimization maps and conservation strategies, and implement the LCD. The LCD uses the Conservation Standards as an effective way to communicate complex information and synthesize diverse sets of jurisdiction-focused conservation plans into a landscape vision where all participants can see how their local tactics and actions contribute to ecosystem-scale resilience. The Conservation Standard's guidance on Situation Analyses (we still call them "Conceptual Models") and Results Chains is coupled with spatial optimization models using Marxan software. Together these powerful tools support the LCD through iterative, constructive cycles. Recently, we developed Conceptual Models for 15 key ecological features in the Crown ecosystem using published literature and peer review from subject matter experts. These Conceptual Models stimulate conversations, develop shared understanding of the ecological features, and structure spatial optimization models. Spatial models inform where to focus conservation investments. When linked back to land ownership data and Theory of Change approaches, we have a mechanism to understand and communicate the when, where, and how to preserve the desired qualities of the magnificent Crown landscape.

The LCD is coordinated by CCNet-certified coach, Sean Finn (U.S. Fish and Wildlife Service).

This work is funded by the U.S. Fish and Wildlife Service; The Wilderness Society; Crown Managers Partnership; and large in-kind support from LCD participants.

For more information, visit the [Crown LCD website](#) or contact [Sean Finn](#).



Photo (above): Participants and trainers at the conservation coach training in Mongolia.

### Conservation Coaches Training in Mongolia

To enhance and strengthen a network of leaders and skilled conservation coaches in Mongolia, a two-session conservation coach training was organized in April and May 2023, in collaboration with the Ministry of Environment and Tourism of Mongolia, World Wildlife Fund, The Nature Conservancy, and the Wildlife Conservation Society.

In April, 40 people joined the Conservation Standards training. Participants came from the Ministry of Environment and Tourism, provincial Departments of Agriculture and Environment, protected areas, the Soum Government, local conservation nongovernmental organizations, international organizations, universities, and land management companies.

In May, a conservation coach training was conducted at Gorkhi Terelj National Park in Mongolia. The training team successfully mentored 23 Mongolian professionals from diverse backgrounds and sectors to become skilled conservation coaches. Real case studies from the Khurkh Khuiten Nature Reserve, Onon Balj National Park, and Tosonkhulstai Nature Reserve were employed to demonstrate practical application. Throughout the training, participants honed their facilitation skills, exchanged valuable experiences, and engaged in discussions on key topics, such as the integration of traditional and scientific knowledge to benefit both the environment and communities they serve. By empowering these coaches, Mongolia's conservation efforts will be enriched with a robust and adaptive planning approach. The commitment of each newly certified coach to making a positive impact on the world was unmistakable. Furthermore, because the training had representation from different sectors, it provided an opportunity to enhance the Mongolian coaches' network, strengthen cooperation, and improve mutual understanding at the landscape level.

These trainings were made possible through the generous sponsorship of CCNet Global, the World Wildlife Fund, and The Nature Conservancy, whose support is deeply appreciated. The conservation coach training was led by John Morrison, Chris Pague, Munkhchuluun Basan, Baljnyam Batjargal, Uyanga Ariya, and Tuguldur Enkhtsetseg.

For more information, contact [Munkhchuluun Basan](#) and [Tuguldur Enkhtsetseg](#) (CCNet Mongolia leaders).





Photo (above): Munkhjargal Myagmar poses with cranes in the Khurkh and Khuiten Nature Reserve in Mongolia.

### Using the Conservation Standards to Protect Endangered Birds in Mongolia

I work as a Conservation Director at the [Wildlife Science and Conservation Center of Mongolia](#), helping to oversee the Khurkh and Khuiten Nature Reserve (KKNR) in Northeastern Mongolia. This newly established nature reserve plays a crucial role in supporting cranes and other globally endangered bird species. At the beginning of 2023, we planned to develop a long-term management plan for the nature reserve; however, we lacked significant experience in developing such plans. Fortunately, CCNet Mongolia came to our aid by organizing a Conservation Standards training for beginners, followed by a coach training in April and May.

These training sessions significantly enhanced my knowledge of Conservation Standards, allowing me to apply the principles effectively in real-life situations. Just one week after completing the coach training in May, I led a participatory management planning session for KKNR. The Conservation Standards proved to be extremely beneficial for fostering community engagement and collaborative management planning. We were able to involve local communities in the decision-making from an early stage and in the implementation of the management plan.

With the valuable insights gained from these training sessions, I am confident in our ability to develop and implement an effective long-term management plan for KKNR. Our collective efforts will ensure the continued protection of the critical habitats for cranes, other bird species, and the local community.

For more information, contact [Munkhjargal Myagmar](#) (Conservation Director, Wildlife Science and Conservation Center of Mongolia).



Photo (above): Participants at the new coach training in Ottawa, Canada.

### New Coach Training in Canada

In April 2023, a new coach training was held at Strathmere Resort just outside Ottawa, Canada. Nearly all participants were from the Canadian Wildlife Service (CWS) branch of Environment and Climate Change Canada. These participants came from across Canada to support the rapidly growing use of the Conservation Standards throughout CWS. One participant joined from the USA, representing Global Conservation Solutions.

The training used presentations, discussions, and small group work to share different trainers' experiences, facilitation styles, perspectives, and insights on the Conservation Standards and Healthy Country Planning. Healthy Country Planning (HCP) is an adaptation of the Conservation Standards developed for use in participative and cross-cultural situations – typically with Indigenous communities. With most participants coming from CWS, it was possible to discuss real projects, challenges, and opportunities in detail. Participants appreciated this variety and noted the open, participatory, safe atmosphere.

Participants took the opportunity to reflect on when and how the Conservation Standards and Healthy Country Planning can be helpful tools for supporting and collaborating with Indigenous practitioners on biocultural planning projects in Canada. This awareness and discussion was important for all; however, as a group of non-Indigenous practitioners, there was limited ability to resolve many questions.

This training was sponsored by Environment and Climate Change Canada. The trainers were Rob Sutter (Enduring Conservation Outcomes), Heather Barna (Heather Barna Consulting), and Josh Noseworthy (Global Conservation Solutions).



Photo (above): At the 2023 new coach training in Chile, participants share who inspired them and what keeps them motivated to serve as a conservation coach. Photo by Alfonso Lobet (WWF Bolivia).

#### New Coaches Trained in Latin America

This past April at the Valdivian Coastal Reserve in southern Chile, Cristina Lasch and Irina Montenegro trained 24 Latin American professionals to be conservation coaches. We had a nice mix of participants from government agencies (Ministry of Environment and CONAF), nongovernmental organizations, and consultancies from Chile, Bolivia, Brazil, Colombia, Costa Rica, Mexico, Peru, and Uruguay. Some of the newly trained coaches are just starting out in their conservation careers, while others are more seasoned practitioners.

Conducted in Spanish (including Spanish translations of all training materials), the training reinforced the fundamentals and main tools for facilitating conservation through the Conservation Standards using a real case study from the Valdivian Coastal Reserve. The training also introduced participants to the CCNet Regional Network in Latin America—a community where colleagues share resources and help each other advance their practice of conservation in Spanish and Portuguese.

Throughout the training, participants practiced their facilitation skills, shared experiences, and discussed key aspects, including how to combine traditional and scientific knowledge to benefit both nature and people in the countries where we work. It was evident that each newly minted coach is highly committed to making a positive difference in this world. We hope that strengthening these coaches will ensure the amplification of a robust, adaptive approach to conservation planning in Latin America.

This training was sponsored by WWF and The Nature Conservancy.

For more information on [CCNet Latin America](#), contact any of the regional leaders. If you are using the Conservation Standards in Latin America or the Caribbean and would like to connect with other colleagues in the region, you can join our Latin America listserv by writing a brief message to [Gustavo Gatti](#) or [Cristina Lasch](#), explaining how you use the Conservation Standards.

To learn more about the Valdivian Coastal Reserve, [click here](#).

To read an article in Spanish about the training [click here](#).

Curious about what a conservation coach training looks like? Watch this short video produced by training attendee Paloma Bravo.





Photo (above): Latin American conservation staff and regional leaders at the CbD 2.0 training in Santiago, Chile. TNC photo.

### Conservation by Design Training for TNC Staff in South America

To deliver on the organization's 2030 goals, The Nature Conservancy (TNC) is working on accessible ways to equip teams with the knowledge and skills needed to apply Conservation by Design (CbD) 2.0 in a consistent manner across all programs and geographies. To expand access across the organization, the CbD team is developing a suite of modules and other tools. For some time, staff at The Nature Conservancy in Latin America had expressed the need for a training in CbD 2.0 in Spanish. We seized the opportunity to incorporate a CbD training into a coach training that was already scheduled to take place in Chile in April 2023.

At the training, forty-one TNC staff and regional leaders from Argentina, Bolivia, Brasil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru, and the USA gathered to increase capacities to apply CbD 2.0 as an adaptive framework for strategies and projects. During three intense days, conservation staff and regional leaders learned about key concepts and tools (in Spanish and Portuguese), and then put them into practice using real case studies that represented different scales and topics. The training instilled confidence in staff so that they can guide and support teams through this adaptive management framework with a focus on transformational change, considering the context and available resources, and understanding how to adapt the use and facilitation of CbD 2.0 to keep things practical without "letting the perfect be the enemy of the good."

Training evaluations were extremely positive, and all participants made a commitment to share their experiences and knowledge with others to strengthen our organization's rollout of CbD 2.0 and support our conservation efforts in Latin America.

Several CCNet coaches worked in collaboration with the CbD 2.0 team and South American TNC staff to deliver this training and make the modules available in Spanish and other languages. We were also fortunate to be able to tap into existing materials from a 2020 CbD training, which we translated and adapted.

The trainers and facilitators were Daniela Lizano (CCNet coach, LAR), Milena Ribeiro (Brazil), Juana Figueroa (CCNet coach, Colombia), Maryann Ramírez (CCNet coach, Chile), Liliana Pezoa (CCNet coach, Chile), Mercedes Ibáñez (CCNet coach, Chile), Marisol Mata (CbD 2.0), André Targa (CCNet coach, Brazil), and Cristina Lasch (CCNet Global/Mexico).

This training was sponsored by The Nature Conservancy's Latin America Region, with support from the CbD 2.0 team and CCNet.

## Share Your Stories

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