



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.

How we are organized

Currently CCNet is represented in regional networks led by local colleagues in Africa, Australia and Aotearoa – New Zealand, 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 representatives from The Nature Conservancy, World Wide Fund for Nature, Foundations of Success, and the Conservation Measures Partnership 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.

As the world was starting to come out of the global COVID-19 health emergency in the year 2022, we were able to hold our biennial gathering, the CCNet Rally, which was initially planned for 2020. The theme for the Rally, *Strengthening Connections to Our People and Planet*, aptly reflects our desire as a network to come back together to re-connect and share our individual and collective knowledge and experiences as coaches. In addition to the pandemic, the earth has a dual crisis of unprecedented biodiversity loss and rapid climate change - our network represents a critical initiative in bringing so many of us together to encourage collaboration in addressing these issues. In spite of many difficulties, CCNet coaches have been active, adapting, training others and supporting conservation projects and communities around the world.

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

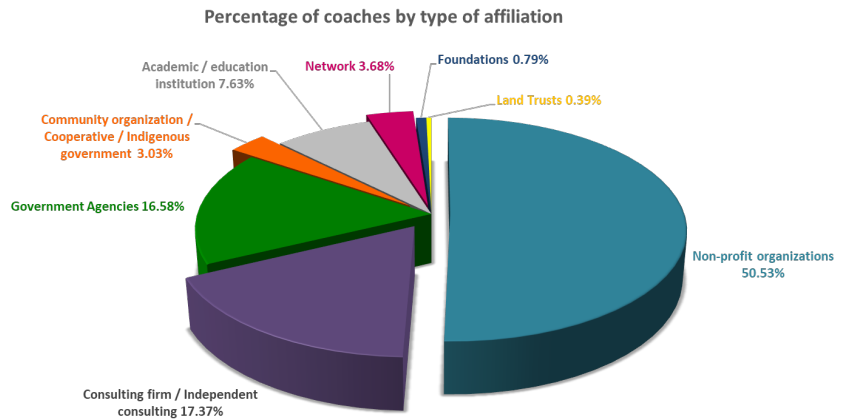


During 2022 we trained 75 new conservation coaches at four in-person events - one in Europe (in France) and three in North America (two in the USA, in Colorado and Hawai'i, and one in Canada).



We currently have 760 active coaches, representing over 260 institutions and helping projects in 75 countries on all continents.

CCNet active coaches as of December 2022



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 17% in independent consultancies and also 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.

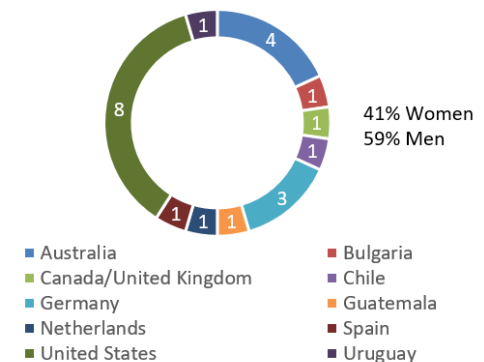


One coach, from the United States received her certification in 2022 and several coaches renewed their certification.

Benefits of Certification:

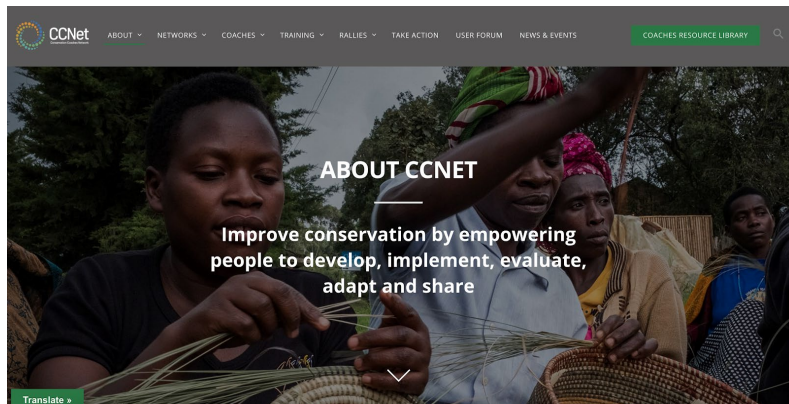
- Acknowledgement of peers;
- Professional recognition that someone has important skills to offer;
- Eventually, advantage in for jobs, consultancies;
- Drive improvement in the practice of conservation coaching;
- Assurance to anyone contracting a coach that they are getting the services of a qualified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

CCNet Certified Coaches by Country



Promote Efficient Knowledge Sharing

Our Website



In 2020 we launched our updated website and in 2022 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.ccnetwork.com/>
- Conservation Standards: <https://conservationstandards.org/>
- Conservation Measures Partnership (CMP): <https://www.conservationmeasures.org/>

Our Global CCNet 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 such as job openings, resources or trainings related to 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 a specific content submission form that can be found [here](#).

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



Our Global CCNet Rally



In October, CCNet members gathered on the beautiful coast of Victoria, Canada, for the the 2022 CCNet Rally. Photo by Gustavo Gatti.



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.

After postponing our gathering in 2020, we held an online Rally in 2021 and prepared for a smaller version of our global meeting as soon as it was deemed safe to meet after the health emergency.

Last year in October, 115 participants representing 28 different organizations and consultancies from 16 countries came together on the beautiful coast of Victoria, Canada, to learn, share, and celebrate our community. The theme for the CCNet Rally, *Strengthening Connections to Our People and Planet*, reflected our network’s desire to reconnect and share our knowledge and experiences. In his welcome, CCNet Chair Michael Looker reminded us that, in addition to the COVID-19 pandemic, our planet is experiencing a dual crisis of unprecedented biodiversity loss and rapid climate change--and by bringing so many of together, our network encourages collaboration that is critically needed to address these issues.

While overlooking the beautiful ocean, our group was welcomed to the traditional territories of the Songhees, Esquimalt, and W SÁNEĆ nations by Lekwungen leader and Knowledge Keeper, Nəʔəmtənət (Florence Dick) as she played a heartbeat rhythm on the drum. In addition to her welcome, Florence joined us during our field trip day, where she shared profound stories of injustice and also of resilience, wisdom, and hope to help build bridges across our cultures.

Our 2022 Rally had a strong focus on equity and during three days, representatives of Indigenous government agencies and organizations, non-profit organizations, government agencies, networks, foundations, and academic and educational institutions attended a range of activities, including plenary events, skill-training workshops, sessions, and a “marketplace” that shared innovations, tools, and guidance materials. We also had plenty of networking opportunities, including a field trip to Uplands Park, where we enjoyed the outdoors

while learning about the area’s natural and cultural relevance and about efforts to restore and protect this unique place. During our celebratory evening, we announced coaches who had been recently certified, winners of the Conservation Measures Partnership’s photo story awards, and recipients of the [Brad Northrup Global Service Awards](#).

Throughout the event participants could choose among fifteen different sessions which 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

Overall Rally feedback was very positive and in a post-event survey colleagues also shared specific examples of how they are applying and passing on what they learned around the world.



Rally participant opinions

Workshop content addressed topics that are relevant and important.

There was a good balance of time spent in workshops versus time spent interacting/networking.

The innovation and tools marketplace was creative and introduced attendees to at least two new tools, skills, and/or techniques that will improve their ability to apply and coach the Conservation Standards.

Attendees were able to build relationships and make new connections that they intend to build over the following year.

Visit the [CCNet 2022 Rally website](#) to learn about [session highlights](#) and check out content shared throughout the event.

Institutionalize and Strengthen the Network

CCNet Regional Networks and Communities of Practice



Conservation Coaches Network

Strengthening conservation strategies and practice through coaching



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:

- CCNet North America webinar: Synthesizing evidence for conservation strategies - FoS & Parks Canada, watch [here](#).
- CCNet CoP - Conservation Standards Projects on Indigenous Lands and Waters: Scaling Indigenous Led Conservation, watch [here](#).
- CCNet Australia Aotearoa NZ webinar: Working with Partners, watch [here](#).
- CCNet Australia Aotearoa NZ webinar: Reviewing Results Chains, 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 2022 was rewarding in many ways, including that coaches from different regions co-organized and implemented multiple sessions at our in-person Rally.

CCNet coaches helped design and implement a diversity of online training programs to teach the Conservation Standards to different audiences. Ongoing training opportunities on the Conservation Standards and related adaptations can be found [here](#).

Strategic Alliances

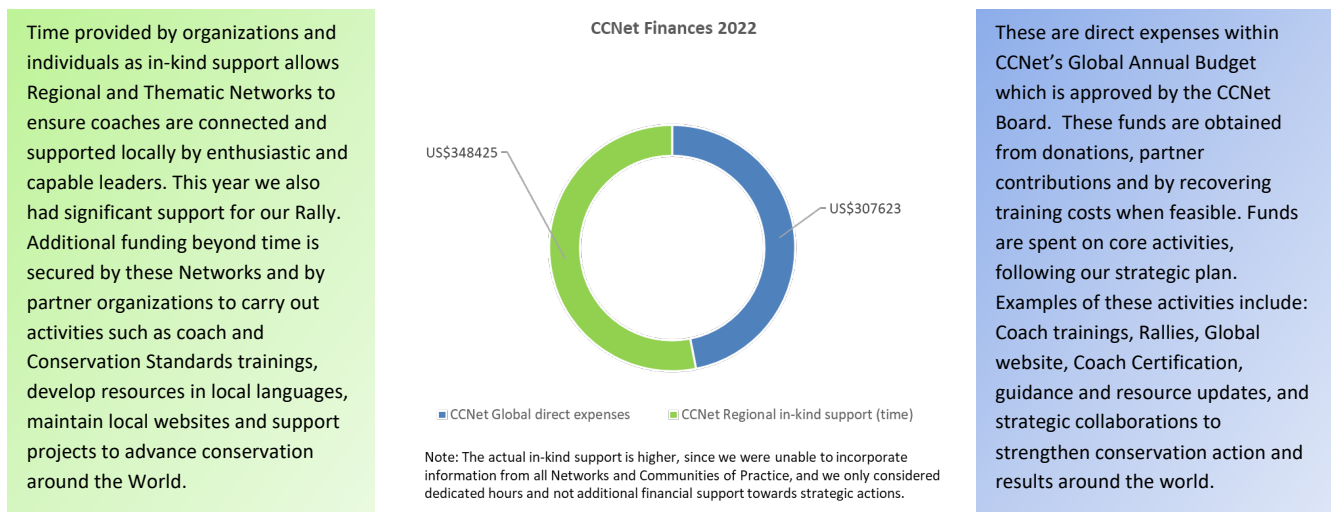
In alliance with the Conservation Measures Partnership (CMP), we have:

- Worked with a wide range of community members to review and update content related to the Conservation Standards. In 2022 and sponsored by CMP the Conservation Standards version 4.0 was published in Spanish. The Conservation Standards can be found [here](#) in multiple languages.
- CMP launched a Conservation Standards a photo story competition which focused on looking for conservation projects across the globe that were captured visually to tell their story and highlight their use of the Conservation Standards. Our hope is that these photo stories will inspire organizations and individuals currently using or interested in the Standards. Check out our winning stories [here](#).
- Worked with a Joint Guidance Review Committee to review and post materials and guidance on the Conservation Standards and CCNet websites.
- Collaborated on the CCNet Rally 2022 and held a joint CMP and CCNet board meeting after the Rally.

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 financial reports are shared with 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 2022 we spent US\$307,623 to provide support through core activities and to hold our 2022 Global Rally. As shown in the graph below, our global network budget was duplicated by the amount of in-kind support provided by our CCNet Regional and Thematic Networks. In reality it is higher because frequently organizations provide additional funding directly towards strategic actions such as coach trainings. These regional groups or network hubs, are a vital part of our Global Network, they link and support coaches within each geography or thematic focus group, 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 their 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. For the Rally we received direct donations, we also had a Pay it Forward campaign where registrants could add a fee to help cover costs for another participant, and a CCNet colleague organized a Crowdfunding campaign. The generous financial support we received from individuals and organizations enabled 40 individuals to attend the Rally from Argentina, Australia, Brazil, Canada, Chile, Federated States of Micronesia, Guam, Malaysia, Mexico, Mongolia, South Africa, and the United States.

We'd also like to express our deep gratitude to all who were part of the a hard-working, enthusiastic volunteer planning team and all who contributed to CCNet Rally 2022 so that we could hone existing and new skills, share tools and knowledge, expand our horizons, and get inspired to advance conservation while we adapt to the world's needs.

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

Conservation Coaches Network Leaders

Michael Looker, Global CCNet Chair

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

Regional Networks and Communities of Practice Leads

Africa

- **North Africa:** Nibani Houssine, Association de Gestion Intégrée des Ressources (AGIR)
- **West and Central Africa:** Anne Ntongho, WWF Cameroon Country Programme Office
- **East Africa:** Musa Cheruiyot, WWF International – Africa and Matrida Simfukwe, WWF Tanzania
- **South Africa:**
Genevieve Pence, Conservation Planning, Strategy and Impact;
Claire Relton, Foundations of Success;
Natalie Hayward, Cape Nature;
Lauren Waller, Southern African Foundation for the Conservation of Coastal Birds

Australia and Aotearoa New Zealand

- **Australia:** Saras Kumar and Leah Feuerherdt, Conservation Management
- **Aotearoa New Zealand:** Haojin Tan, TNC Aotearoa NZ

China

- Jin Tong and Luo Yongmei, TNC China

Community of Practice - Conservation Standards Projects on Indigenous Lands and Waters

- Frank Weisenberger, Frank Weisenberger Consulting
- Sam Bayley, Conservation Management

Europe

- Daniela Aschenbrenner, FoS Europe
- Lisa Ernoul, Tour Du Valat
- Peter Cranswick, Wildfowl & Wetlands Trust

Latin America

- Irina Montenegro, WWF US – Country Office Unit
- Anita Diederichsen, WWF Brazil
- Gustavo Gatti, Conserve Brasil
- Cristina Lasch, TNC Mexico & Global CCNet

Mongolia

- Munkhchuluun Basan, WWF-Mongolia
- Tuguldur Enkhtsetseg, WCS-Mongolia

Community of Practice – Teaching Adaptive Management in Academic Settings

- Armando Valdés-Velásquez, FoS
- Felix Cybulla, Freelance Consultant
- Vinaya Swaminathan, Foundations of Success

North America

- Andrew Bridges, Nemours Wildlife Foundation
- Brenda VanSleeuwen, Parks Canada
- John Paskus, Michigan Natural Features Inventory, Michigan State University Extension
- Doug Pearsall, Sara Gottlieb and Terri Schulz, The Nature Conservancy
- Quinn Shurtliff, NaturePlan

Pacific Islands

- Trina Leberer, Liz Terk and Emily Fielding, The Nature Conservancy

Southeast Asia

- Lavernita Bingku and Choo Poh Leem, WWF-Malaysia

Visit our website:

<https://www.ccnetsglobal.com/about-ccnet/>