



Conservation Coaches Network

Strengthening conservation strategies and practice through coaching

Welcome to *CCNet Stories* May 2024!

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): Incorporating women's voices in community engagement regarding JEDI in the ejido.
Photo by Matthew Jurjonas, LCS.

Infusing Social Metrics and JEDI into Conservation Planning

Story from [Leander Lacy](#) (Lacy Consulting Services)

Lacy Consulting Services (LCS) conducted an analysis of how organizations around the world have integrated Justice, Equity, Diversity, and Inclusion (JEDI) into Conservation

Planning. This led to an amendment to the Conservation Standards called [Conservation Standards: JEDI Approaches](#).

Bat Conservation International (BCI) was the very first organization to adopt these principles and take genuine steps towards integrating the principles into their conservation work. To understand how the principles work in a real project, Kevin Pierson from BCI requested LCS' help looking at ejidos in Mexico and their significant and symbiotic relationship to the health of a nearby bat population. These communities grow agave plants which are critical food sources for these bats. LCS sent their social scientists to conduct a series of interviews to assess community health and sustainability. This resulted in a report highlighting the key weaknesses in social fabric that could lead to the downfall of the community. Weaknesses included the older men disregarding women and youths, driving out LGBTQ individual for the cities, youths not finding economically viable jobs, and power struggles with nearby cartels.

If the community does not address these challenges, they could disband, which could, in turn, lead to a corporation buying the land and converting it into corn fields. This could lead to the destruction of land quality, migration of people into unknown situations, and potentially destroy the bat population. The future of these bats depends on the social, economic, and human well-being of this local community. That is why incorporation of JEDI and social metrics into conservation assessments and planning is not a "nice-to-have" but a requirement. LCS and BCI are currently working together to determine how to turn this assessment and planning into implementation through partnering with local organizations with missions to address the social and economic issues. Expanding who we partner with and incorporating them into planning efforts is key to successful conservation.

To learn more, contact [Leander Lacy](#).



Photo (above): Leach's Storm Petrel. Photo by Alexis Lours, [CC BY 4.0](#), via Wikimedia Commons.

Navigating Seas of Change: Crafting a Conservation Plan for Leach's Storm Petrel

Story from [Nicole Gross-Camp](#) (Global Conservation Solutions), Sue Abbott (Birds Canada), and Sabina Wilhelm (Environment Climate Change Canada's Canadian Wildlife Service)

The Leach's Storm Petrel may not capture the eye with vibrant plumage, yet this small brown seabird reveals some important lessons in conservation. Known scientifically as the 'white-rumped water walker,' a Storm Petrel's life is mostly spent traversing both hemispheres of the Atlantic Ocean. Once they reach six or seven years old, Storm Petrels come ashore to breed on remote islands. Breeding colonies in eastern North America support the vast majority of Atlantic Leach's Storm Petrel. Significant population declines at major colonies and the species' threatened designation by the Committee on the Status of Endangered Wildlife in Canada in 2020 prompted focused conservation attention. This unassuming avian navigator has become a case study for the application of the Conservation Standards.

In 2021, with support from Environment and Climate Change Canada, Birds Canada embarked on a collaborative endeavor to craft a comprehensive conservation plan for Leach's Storm Petrel in Eastern North America. The effort spanned almost three years and engaged 33 Core Team members from 10 organizations and three countries.

The team's journey reflects the necessity of adaptation and pragmatism guided by Conservation Standards. Sue Abbott, Associate Director at Birds Canada's Atlantic-Quebec Region, offers a candid reflection on this journey. "Our initial idea was straightforward: draft a conservation plan for the Storm Petrel," she recalls. "However, much of this bird's life is spent on the high seas outside of our jurisdiction, so we soon confronted the complexity of the task." Abbott's insights underscore the challenges inherent in conservation planning, especially when dealing with migratory species. Through discussions facilitated by Global Conservation Solutions, the plan's focus narrowed from the Storm Petrel's entire Atlantic range to 13 eastern North American breeding colonies that support the vast majority of Atlantic Leach's Storm Petrel (more than 10,000 breeding pairs since 1970).

The use of the Conservation Standards not only facilitated focus but also helped overcome roadblocks and forks along the road during the planning process. Abbott explains, "The wealth of scientific expertise on the team was incredible, but throughout the process, the team had to overcome gaps in knowledge and uncertainties to avoid 'decision paralysis.'" Her words highlight the importance of structured approaches in guiding decision-making, particularly when faced with unclear outcomes. The adaptive management approach fostered expert feedback and enabled the process to move forward, even in the face of uncertainty.

The Core Team prioritized four strategies addressing four pressures, which they then distilled into a draft operational plan. The plan placed particular emphasis on addressing light pollution, including six actions targeting different sectors and sources of light pollution (e.g., vessels, fisheries, offshore energy, and coastal communities). This holistic approach reflects a commitment to addressing multiple threats facing the species while maximizing conservation impact.

Ultimately, this conservation plan serves as a foundational step towards broader conservation efforts and lays the groundwork for a potential future plan encompassing the Storm Petrel's entire distribution. Through collaboration, adaptation, and adherence to the Conservation Standards, the Storm Petrel now embodies the potential for impactful conservation practices that inspire collective action and foster environmental stewardship.

For more information, contact [Nicole Gross-Camp](#).



Photo (above): Participants from the Wild Meat Learning Exchange with a poster of the generalized Wild Meat Theory of Change. Photo courtesy of the Wild Meat Learning Group.

Peer Collaboration at USAID’s Wild Meat Learning Exchange in the Democratic Republic of Congo

Story from [Natalie Bailey](#) (USAID) and [Katie Safford](#) (Environmental Incentives)

USAID’s [Wild Meat Collaborative Learning Group](#) organized a Wild Meat Learning Exchange in 2023, in Kinshasa, Democratic Republic of Congo. The event brought together more than 40 USAID staff and implementing partners working to address unsustainable demand for wild meat across various sectors, including conservation, food security and nutrition, and public health.

The exchange focused on the [Wild Meat Learning Agenda](#) and its associated theory of change. Participants engaged in storytelling and peer-to-peer discussions to share their experiences with wild meat programming and identify the conditions for successful interventions. USAID staff and implementing partners shared examples of behavior change strategies for reducing wild meat demand, initiatives to improve food and economic security, methods for regulating the wild meat commodity chain, and One Health approaches. Additionally, participants reviewed draft indicators for holistic wild meat programming and provided recommendations to improve them.

The exchange sparked vibrant discussions as participants compared their experiences and assessed how different factors—such as legal systems, tourism, and culture— influence the success of various approaches. For example, one participant shared that the learning exchange “provided excellent sharing of lessons learned and harvesting of new ones... great input for replication and scaling” and another participant said that they liked learning about “the successes of wildlife management in other countries with regulation of trade.” Insights from the learning exchange will be incorporated into the Wild Meat Toolkit, which is scheduled to be completed and distributed in the summer of 2024 on biodiversitylinks.org. The toolkit includes knowledge and best practices that support ongoing efforts to improve USAID programming addressing unsustainable wild meat consumption.

For more information, contact [Natalie Bailey](#).

CCNet and CMP Pre-Rally Survey

Share your insights to co-create our upcoming CCNet & CMP Rally in Chile!

On behalf of the Conservation Coaches Network and the Conservation Measures Partnership we are excited to share more details about the upcoming joint **CCNet & CMP Rally** and hear from you! The first-ever joint Rally will take place 10-14 March 2025 in Valdivia, Chile and planning is fully in motion!

ACTION REQUESTED:

[Please take a few moments to share your learning and collaboration interests by filling out this Pre-Rally survey.](#) The survey will be open until June 11, 2024 and should take 10-15 minutes to complete. We encourage you to forward the survey to any colleagues who are familiar with the Conservation Standards and are interested in attending the Rally.

Additional details regarding the venue and registration process are forthcoming. You can find initial Rally information [here](#), and updates will be shared on the CCNet website [here](#).

For questions, CCNet participants feel free to reach out to [Cristina Lasch](#) and CMP members feel free to reach out to [Claire Relton](#) or [Jaclyn Lucas](#).

We are looking forward to your responses!

CCNet and CMP Rally Coordination Team

Share Your Stories

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Contact CCNet Global:

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