



The Conservation Coaches Network

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 set of principles and practices that bring together common concepts, approaches, and terminology for conservation project design, management, and monitoring. They provide 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, and others—work collaboratively toward long-term solutions. CCNet coaches bring people together in ways that honor their diverse expertise and knowledge and foster a collaborative, inclusive, and productive environment, facilitating decision-making and shared learning throughout the conservation planning process. CCNet coaches are linked and regularly connect with many other coaches, ensuring that such knowledge-sharing happens across organizations, countries, and continents.

Using the common language of the Conservation Standards, CCNet coaches support project teams and 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.

How CCNet is organized

Regional networks and communities of practice are the heart and soul of CCNet. 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, one on the Conservation Standards in Academics, and one that supports coaches who apply the Conservation Standards on Indigenous lands, waters, and ice. These networks and communities of practice are the operational arms of CCNet who link, support, train, and strengthen practitioners within each region and on specific topics

A coordination team manages CCNet globally. The global coordination team consists of five members, including the CCNet Chairperson and two coordinators whose partial 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.

A process is currently underway to update the CCNet governance structure. The CCNet Global Board was renamed as the Council of Coaches, and we are adding an Advisory Board to strengthen network sustainability. Under this structure, major decisions will be made jointly by the Council of Coaches and the Advisory Board.

CCNet operates through a three-year strategic plan and activity-based budget, which is approved by the Council of Coaches and Advisory Board. Annual work plans and budgets are also approved by leadership. Implementation of the work plan is overseen by the CCNet global coordination team, in close coordination with the Council of Coaches. Regional networks and communities of practice play a critical role in implementation.

Our global work is made possible by the considerable in-kind support provided by CCNet participants, specific project collaborators, partner organizations, and donors.

2024 Accomplishments

As our world faces a dual crisis of unprecedented biodiversity loss and rapid climate change, CCNet represents a critical initiative to encourage collaboration in addressing these issues. CCNet coaches have been active across all continents, adapting methods, training others, and supporting conservation projects and communities. Their work around the world is spreading hope through collective action.

We are pleased to present this summary of our CCNet Global accomplishments during 2024.

Examples of CCNet Coach Contributions to Conservation in 2024:

- **Species protection:** Coaches showed that strengthening the social fabric of the local community was essential to bat conservation efforts in Mexico; protected the Atlantic Leach's Storm Petrel in North America; found ways to protect cranes in Africa and Mongolia while also addressing human health priorities. Coaches also collaborated with colleagues across various sectors, including conservation, food security and nutrition, and public health, as part of a global effort to address unsustainable demand for wild meat.
- **Sustainable business:** In Europe and Africa, coaches supported the creation of businesses that contribute to managing protected areas through the involvement of local stakeholders and entrepreneurs.
- **Freshwater protection:** In Aotearoa – New Zealand, China, Colombia, Ecuador, and Mongolia, coaches worked with local community and Indigenous leaders and governments to protect watersheds and connect local and regional efforts across national boundaries.
- **Coastal and marine protection:** Coaches supported reef protection and restoration, marine protected areas, and fishery management in Hawai'i, Micronesia, and Mexico.
- **Community-based conservation:** In Hawai'i, the Kealakekua conservation/community action plan led to millions of dollars in federal funding for landscape-scale conservation by local and Indigenous groups. In the Marshall Islands, a coach helped update the *Reimaanlok* community-based conservation planning framework to include guidance for holistic atoll-based adaptive management that is based on the Conservation Standards and aligned with the Micronesia Challenge 2030. Coaches translated Healthy Country Planning, an adaptation of the Conservation Standards, into Mongolian and developed a simplified version to enhance accessibility. All Community-Based Organizations in Mongolia adopted this version as the official method for developing Natural Resource Management Plans. In Australia, coaches helped develop Healthy Country Plans and supported groups implementing their plans. To strengthen protection of the Amazon's ecosystems, coaches in Latin America, collaborated with local and Indigenous communities to adapt the Conservation Standards while respecting sovereignty.
- **Climate change adaptation and mitigation:** In Africa, a coach worked with community members to assess social impacts of the Tond Tenga Carbon Project in Burkina Faso. In Micronesia, coaches developed a course that helped participants update five community plans with the Local Early Action Planning and Management (LEAP) Tool so they include ecosystem-based actions that will help the communities adapt to a changing climate.
- **Transboundary systems conservation:** Coaches helped develop the Amur Heilong Ecoregion Complex strategy (2025-2030) across China and Mongolia. The strategy encompasses 15 terrestrial ecoregions, featuring three globally significant areas (WWF Global 200) and one Global 200 freshwater ecoregion. In Latin America, coaches supported transnational dialogue to achieve impact at a greater scale.
- **Training the next generations:** Coaches helped design and implement training programs in multiple languages to teach the Conservation Standards, Healthy Country Planning, Conservation by Design, Project and Programme Standards, and other method adaptations to hundreds of managers and conservation practitioners from government agencies, non-profits, and local and Indigenous communities. At universities around the world, coaches offered undergraduate and graduate students courses that combine Conservation Standards theory and methodology with examples from real case studies.

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

New coach trainings

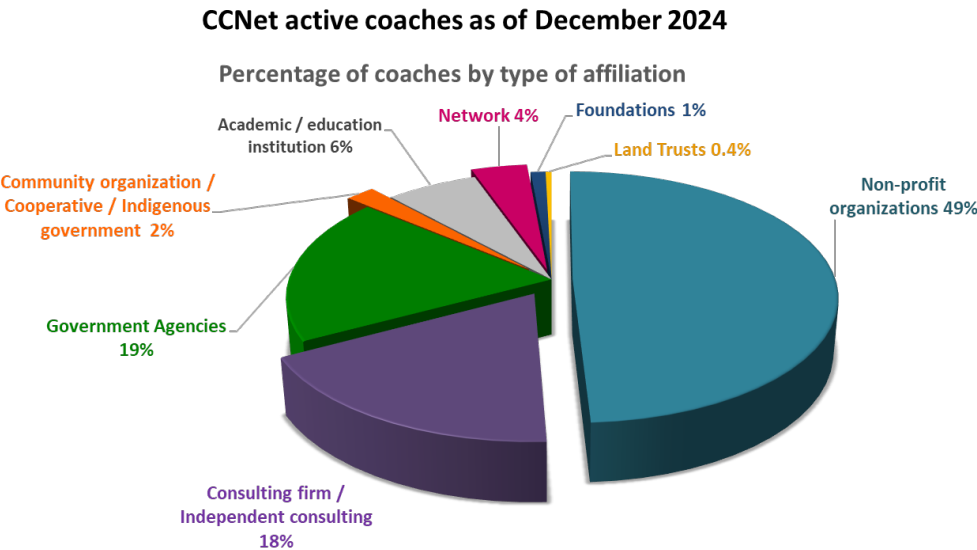


During 2024, CCNet trained 64 new conservation coaches at three in-person events: one in Europe (in Croatia) and two in Africa (one in Kenya, and one in South Africa). In combination, these events helped increase capacities to support projects in Angola, Cameroon, Croatia, Germany, Kenya, Madagascar, Rwanda, São Tomé & Príncipe, South Africa, Spain, Sweden, Switzerland, Tanzania, The Netherlands, Türkiye, Uganda, Ukraine, United States of America, United Kingdom, and Zambia.



We currently have 967 active coaches who represent over 300 institutions and support projects and communities in 73 countries on all continents.

CCNet serves a wide range of participants from all walks of life, including students, active professionals, and retired colleagues. Slightly under half of our coaches work with non-profit organizations, followed by 19% in government agencies, and 18% in independent consultancies. In smaller percentages we also have participants from academic institutions, networks, community-based and Indigenous organizations, foundations, and land trusts.



Coach Certification

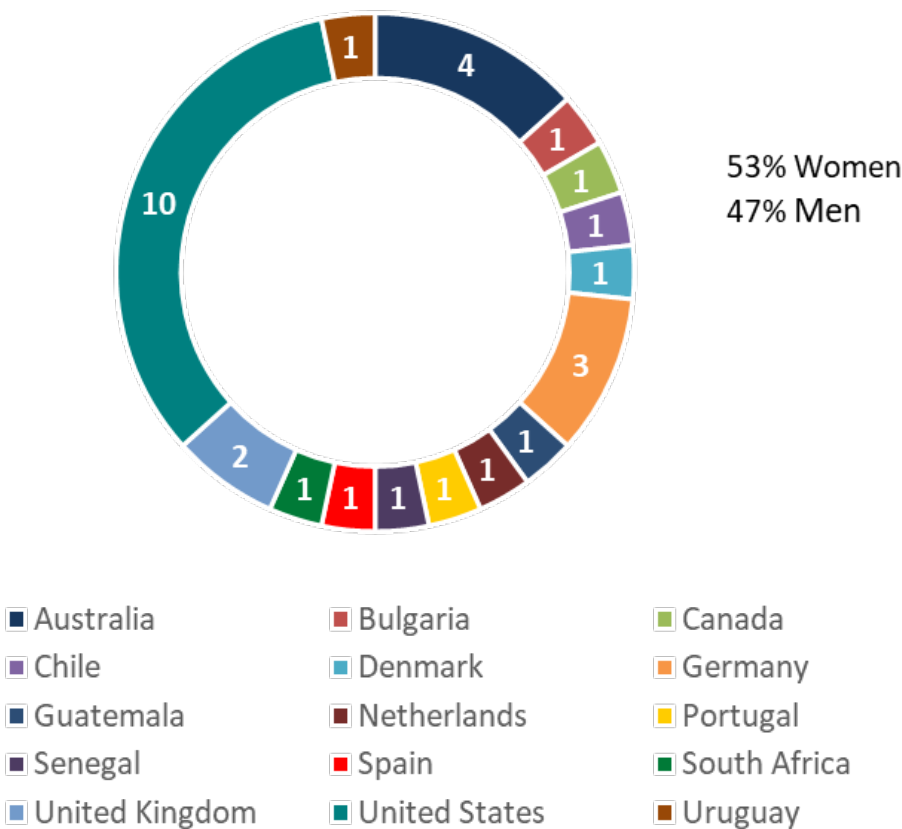


In order to advance the professional recognition of conservation coaching, we launched our second party [Coach Certification Program](#) in 2018. Four coaches--from Portugal, Senegal, South Africa and the United States--received their certification in 2024, and several coaches renewed their certification.

Benefits of Certification:

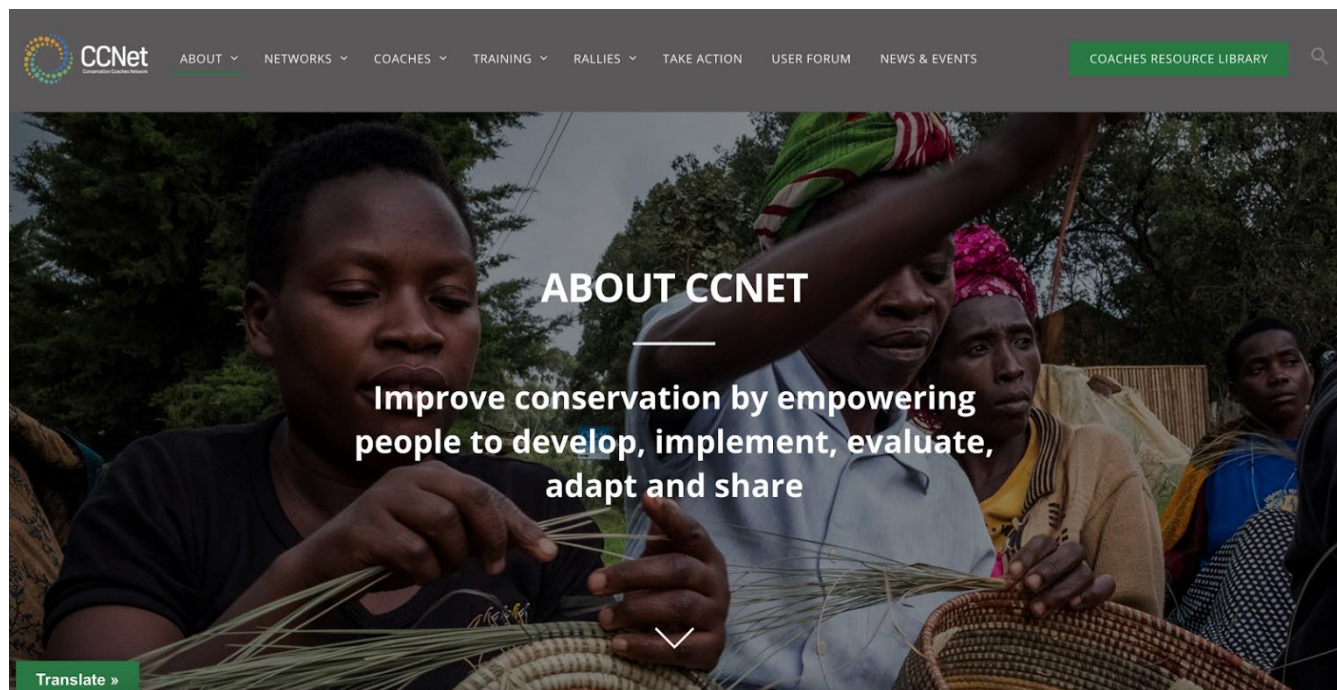
- Acknowledgement of peers
- Professional recognition of skills
- Potential advantage for jobs, consultancies
- Improvement in the practice of conservation coaching (which facilitates effective conservation and protects the reputation of the Conservation Standards)
- Assurance to anyone contracting a coach that they will get the services of a qualified coach

CCNet Certified Coaches by Country



Promote Efficient Knowledge Sharing

Our Website



In 2020, we launched our updated website and in 2024, 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 clearer, we coordinated the design across the websites to illustrate that our alliances are interconnected and work together to solve conservation challenges across the globe. Each website's URL goes to a landing page from which you can visit either of the other sites.

- Conservation Coaches Network (CCNet): <https://www.ccnetglobal.com/>
- Conservation Standards: <https://conservationstandards.org/>
- Conservation Measures Partnership (CMP): <https://www.conservationmeasures.org/>

Our Global Listserv



Through a simple e-mail exchange service, we currently connect over 950 subscribers worldwide who ask questions, share experiences, and communicate interesting opportunities, such as job openings, resources, or training events related to conservation and sustainable

development topics. This forum is open to conservation coaches and conservation practitioners who apply the Conservation Standards. Learn more about the listserv [here](#).

Our Newsletters

Our CCNet Stories newsletter provides a unique forum where conservation coaches tell stories about their work around the world in their own words. We encourage CCNet participants to submit stories anytime throughout the year and offer a specific content submission form that can be found [here](#). We regularly work to ensure that the newsletter design is engaging and accessible for our readers.

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



Institutionalize and Strengthen the Network

CCNet Governance

Since its establishment in 2009, CCNet has been governed by a board, with a Global Chairperson presiding. This global board was made up of Regional Network and Community of Practice leaders, and partner representatives from The Nature Conservancy, World Wide Fund for Nature, Foundations of Success, and the Conservation Measures Partnership. This model served us well in the first decade, but this structure does not provide a way to secure the level of sustainable funding that would help us fulfill our aspirations - or even to maintain the network's current activities without severely overburdening the network's paid staff and volunteers. To strengthen CCNet sustainability, we embarked in a process to update our governance structure, renaming the CCNet Global Board as the "Council of Coaches" and adding an "Advisory Board". In 2024, we started recruiting members for the new CCNet Advisory Board, which is expected to include five to eight members, three of whom would always be selected from the regional networks or communities of practice, with the rest selected for their expertise and experience in fundraising and ideally one or more of the following areas: outreach and communications, business, academia, conservation, network management, and Indigenous-tribal management. By creating this new CCNet Advisory Board, we are hoping that the net result will be more secure resources for CCNet in general and especially for the regional networks and communities of practice. Major decisions will be made jointly by the Council of Coaches and the Advisory Board.

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 the Conservation Standards in collaboration with academic institutions, and the other one focuses on supporting practitioners and conservation coaches working on Conservation Standards projects on Indigenous lands, waters, and ice.

CCNet's regional networks link and support coaches within each geography, in their own language and cultural context, in coordination with the global network. These regional 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.

In 2024, regional networks and communities of practice connected practitioners, updated their websites, and offered webinars on topics that address participant interests, including some that were recorded:

Australia and Aotearoa - New Zealand:

- A video about how the network has made a difference and how to join the fun. Watch [here](#).
- A webinar about policy in conservation planning. Watch [here](#).
- A webinar about using Conservation Standards ki uta ki tai – from the mountains to the sea. Watch [here](#).
- A Q&A with coaches to troubleshoot Conservation Standards steps. Watch [here](#).

Community of Practice for Projects on Indigenous Lands, Waters, and Ice:

- A video welcoming coaches to the community of practice. Watch [here](#).
- A webinar about the Conservation Standards, sustainable tourism development, and Indigenous reindeer herding in Sweden. Watch [here](#).
- A webinar about transnational Indigenous conservation in the Colombia-Ecuador Amazon Basin. Watch [here](#).
- A 2024 retrospective 2024 and the outlook for 2025. Watch [here](#).

Europe:

- Trials, Tribulations & Triumphs: Organisational Adoption of the Conservation Standards. Watch [here](#).
- Pause and Reflect Toolkit for the Conservation Standards. Watch [here](#).

Coaches in regional networks and communities of practice helped design and implement training programs in multiple languages to teach the Conservation Standards, Healthy Country Planning, Conservation by Design, Project and Programme Standards, and other adaptations to over 500 managers and conservation practitioners from government agencies, the non-profit sector, and local and Indigenous communities. Some trainings have been embedded in official platforms, such as the online training platform established by the Chinese National Authority for Protected Areas Management. Other trainings were incorporated into platforms hosted by other organizations, such as the Heyi Green Institute (an organization dedicated to empowering environmental protection organizations and activists in China), reaching thousands of trainees.

By helping design and teach university courses that combine theory with examples of real case studies based on the Conservation Standards, coaches equipped undergraduate and graduate students worldwide with important adaptive management skills that prepare them to be the next generations of conservation professionals.

Ongoing training opportunities on the Conservation Standards and related adaptations can be found [here](#).

Strategic Alliances

In 2024, in alliance with the Conservation Measures Partnership, we:

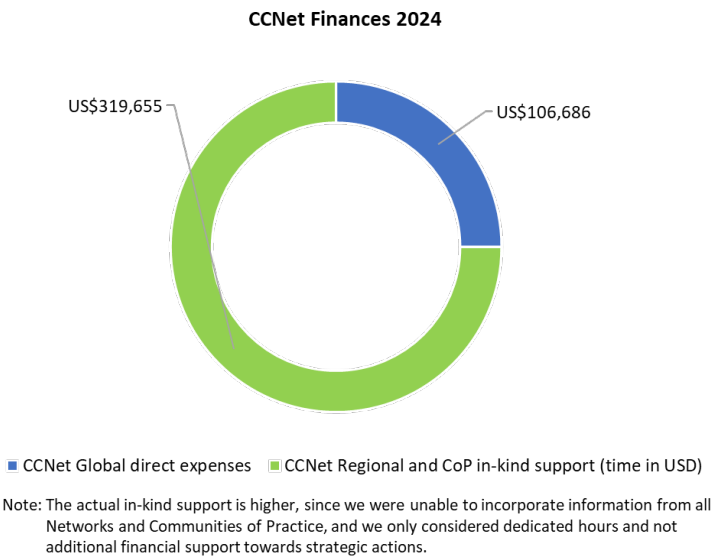
- Worked with a wide range of community members to review and update content related to the Conservation Standards (available [here](#) in multiple languages).
- Worked with a Joint Guidance Review Committee to review and post materials and guidance on the Conservation Standards and CCNet websites.
- Collaborated on the preparation of our first joint CCNet & CMP Rally for 2025.

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 (now the Council of Coaches and Advisory Board), together with the annual workplan. The Nature Conservancy manages income and expenses on behalf of CCNet, and financial reports are shared with the CCNet Coordination Team and the Board (now the Council of Coaches and Advisory Board).

CCNet has demonstrated consistent healthy financial management since its establishment, but we need to strengthen our long-term sustainability. To honor Brad Northrup, our dear colleague and former CCNet Board Chair who passed away in 2022, The Nature Conservancy established an endowment to support CCNet’s future and growth. In 2024, with the generous support of several private donors, we were able to raise US\$60,500, bringing our endowment total to US\$198,580.

In 2024, we spent US\$106,686 to provide support through core activities and to prepare our 2025 Global Rally, which was organized together with the Conservation Measures Partnership. Our income for CCNet Global in 2024 amounted to US\$109,278, with funding provided by partners (The Nature Conservancy was the largest contributor) and complemented by private gifts as well as some revenue collected through registration fees to help offset training and Rally costs, and smaller contributions through coach certification fees.



As shown in the chart, our global network budget was tripled by the amount of in-kind support provided by our regional networks and communities of practice. In reality, this support is higher because organizations frequently provide additional funding directly towards strategic actions, such as coach trainings. Regional networks and communities of practice align with a global strategic plan to 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 the Conservation Coaches Network to serve teams and projects around the world, bringing hope in spite of the challenges and disruptions our world faces.

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



Trainees during the 'campfire' story session © WWF-Malaysia/Choo Poh Leem

Learn More

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

Visit our website: <https://www.ccnetglobal.com/about-ccnet/>

Conservation Coaches Network Leadership

CCNet Global Leaders

- Lynn Decker, Global CCNet Chair
- John Morrison, CCNet General Coordinator
- Cristina Lasch, CCNet Technical Coordinator

Regional Networks and Communities of Practice Leaders

- **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, Matrida Simfukwe, WWF Tanzania, and Taye Teferi, Independent
 - **South Africa:** Genevieve Pence, Conservation Planning, Strategy and Impact; Claire Relton, Foundations of Success
- **Australia and Aotearoa - New Zealand**
 - **Australia:** Saras Kumar and Leah Feuerherdt, Conservation Management
 - **Aotearoa - New Zealand:** Haojin Tan
- **China**
 - Luo Yongmei and Li Ying, TNC China
- **Europe**
 - Daniela Aschenbrenner, FoS Europe
 - Lisa Ernoul, Tour Du Valat
 - Helen Gath, Ogier
- **Latin America and Caribbean**
 - Irina Montenegro, WWF US – Country Office Unit
 - Anita Diederichsen, WWF Brazil
 - Gustavo Gatti, Conserve Brasil
 - Cristina Lasch, TNC Mexico & CCNet Global
 - James Goetz, Vermont Center for Ecostudies
- **Mongolia**
 - Narangerel Naranpurev, WCS-Mongolia
 - Bolor Radnaabazar, ENSURE-UNDP
- **North America**
 - Andrew Bridges, Nemours Wildlife Foundation
 - Becky Raboy, Conservation Synthesis
 - Brenda VanSleeuwen, Parks Canada
 - James Goetz, Vermont Center for Ecostudies
 - 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
 - Chi Trinh Thi Khanh, WWF Greater Mekong
 - Glen A. de Castro, Independent
 - Rudi Permana, WWF Indonesia

- **Community of Practice - Conservation Standards Projects on Indigenous Lands, Waters, and Ice**
 - **Frank Weisenberger**, Frank Weisenberger Consulting
 - **Anne Ntongho**, Cameroon
 - **Daniel Oades**, Australia
 - **Gustavo Gatti**, Brazil
 - **Joanne Griffin**, Australia
 - **Lavernita Bingku**, Malaysia
 - **Marina Best**, Canada
 - **Martin Andimile**, Tanzania
 - **Melanie Harding**, Canada
 - **Natalino Martins**, Timor Leste
 - **Valentina Varón**, Colombia
- **Community of Practice – Conservation Standards in Academics**
 - **Arlyne Johnson**, University of Wisconsin-Madison
 - **Erica Cochrane**, International Crane Foundation
 - **Heather Eves**, Virginia Tech
 - **John Paskus**, Michigan State University
 - **Felix Cybulla**, Freelance Consultant, Global Change Management & Miradi Team