

# IMPACT REPORT 2017

CONSERVATION  
INTERNATIONAL









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**Clean water. A stable climate. Healthy forests and oceans. For 30 years and counting, Conservation International (CI) has been leading the charge to secure nature so people can thrive.**

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As we reflect on our accomplishments, we are also embracing a new future. This summer, CI welcomed a new executive leadership team. Led by Dr. M. Sanjayan, this new team is poised to deliver and expand upon our ambitious goals. Our founder and CEO, Peter Seligmann, has transitioned to CI's Chairman of the Board, and we are grateful that Peter will continue to work alongside our new leadership team.

We hope you enjoy these featured stories showing how your generosity translates into tangible, science-based impacts for people and nature.

For more updates and inspiration, follow CI on [Twitter](#), [Facebook](#) and [Instagram](#).

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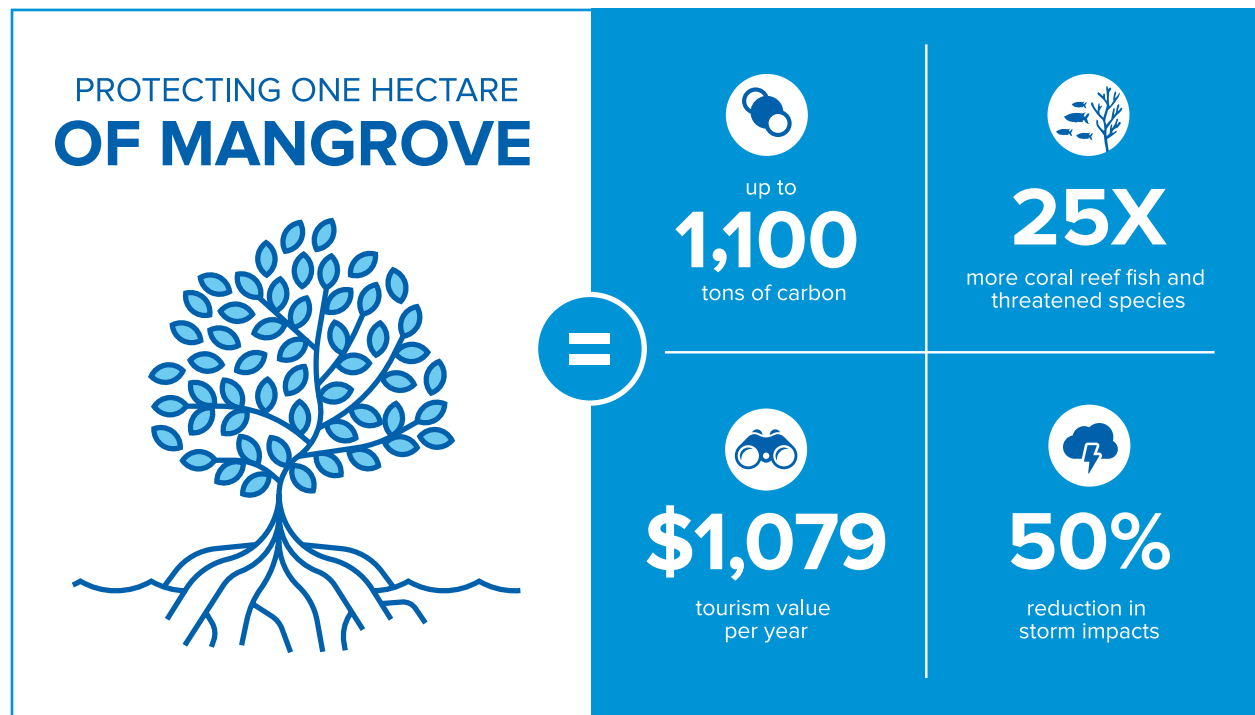
# CI is working to accelerate nature-based solutions to climate change.

Climate change is the greatest threat of our time, and nature is our greatest ally in confronting this crisis — providing at least 30 percent of the solution needed to avert catastrophic warming while helping people adapt to the impacts of climate change.

## Making the most of “blue” carbon

In February 2017, CI helped launch the Global Mangrove Alliance, a coalition dedicated to increasing mangrove habitats globally by 20 percent by 2030. The Alliance — a partnership including CI, The Nature Conservancy, World Wildlife Fund, International Union for the Conservation of Nature (IUCN) and Wetlands International — will protect and restore mangroves at a scale beyond the capacity of any one organization.

Mangrove ecosystems — coastal forests found in the tropics — store up to 10 times more carbon per unit area than terrestrial forests, representing a vital tool in the fight against climate change. What’s more, these coastal forests protect biodiversity, provide food and livelihoods for over 200 million people, and act as a natural buffer against storms.







### Protecting the Amazon rainforest, acre by acre

As part of our efforts to stop deforestation in the Amazon by 2020, CI protected more than 10,000 acres of Amazon rainforest this year through a generous donor match by S.C. Johnson. With support from 31 countries and all 50 states, this was the largest acre-for-acre match program CI has ever done for the Amazon, one of the world's irreplaceable landscapes.



### Launch of Chyulu Hills: The first 100 percent community-owned carbon forest

The Chyulu Hills are an integral part of Kenya's largest conservation landscape that provides critical habitat for many of Africa's most iconic species, including endangered rhinos and elephants. CI supported the launch of a new carbon offset program in Kenya's Chyulu Hills, the first ever 100 percent community-owned carbon forest. With CI's support, the local Maasai people and the global climate will soon benefit from the sale of 2 million carbon credits.

# CI is driving sustainability in how people, business and governments use nature.

Facing the reality of climate change alongside a growing worldwide population, humanity must make the best use of our finite natural resources. CI works on the front lines of communities around the world, equipping people with the knowledge and tools to improve their incomes while taking care of the nature that sustains them.

## Meat Naturally South Africa 2017 highlights:



*Employed 67 eco-rangers, with plans to employ 175 next year*



*Livestock sales benefitted 175 farmers, including 39 women*



*More than 450 farmers received nutritional and veterinary support for their cattle*

## Employing “Eco-Rangers” in South Africa to bolster sustainable beef markets

Through CI’s Meat Naturally program in South Africa, we made major strides in improving traditional cattle herding to make it more profitable and less taxing on the land while providing “green” jobs and new markets for local, sustainable beef. In partnership with Kruger National Park and private tourist lodges, the venture seeks to enable local herders to sell their meat for a profit to tourists — a commercial opportunity that had long been closed to these villages.

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“What we are doing as eco-rangers is to make sure that [herders] are grazing in a better way. This helps prevent theft.”

**Raymond Nkopane**, an eco-ranger and a leader in the local grazing association supported by CI’s Conservation South Africa.

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Our program is so successful that the governments of South Africa and Botswana are funding eco-rangers through workforce training and development programs, boosting these career pathways to reduce poverty and unemployment and proving that strong economies go hand in hand with sustainability.



## Ensuring our oceans sustain us

Over 3 billion people rely on seafood as their chief source of protein. To make sure our oceans can feed a growing population, CI is working to make fisheries and aquaculture more sustainable.

### This year we:

- Secured a groundbreaking commitment to improve human rights in the seafood sector with commitments from 20 nonprofit organizations and 25 major seafood businesses
- Supported 25 small-scale, coastal community fisheries across 13 countries to benefit over 100,000 fishers
- Launched research partnerships with the University of California Santa Barbara and Arizona State University's Global Institute of Sustainability



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## Sailing the seas with Disney's "Moana"

Last December, to encourage ocean stewardship, CI Samoa partnered with Disney's "Moana" movie, the Samoa Voyaging Society and the Government of Samoa to create a conservation education program for coastal island communities in and around Samoa. More than 1,000 people viewed the film via a floating outdoor cinema and participated in activities where they learned about marine conservation, waste management, traditional navigation and more.

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We are extremely humbled and proud of how this project turned out. We knew it would be well received; however, the actual response from the communities has been overwhelming, and more communities are asking for us to visit now.

**Schanel van Dijken**, CI Samoa Marine Program Director

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# CI is advancing creative financing approaches to ensure long-term conservation results.

To meet global conservation needs, we need to develop ways to tap into private-sector funds. To mobilize new sources of funding, CI is pioneering innovative financial strategies that empower investors and local communities to benefit from conserving nature.



## Forever protecting the world's most biodiverse reefs

In another huge victory for ocean conservation, CI and its partners launched the \$23 million Blue Abadi Fund in February 2017 to ensure the long-term health of the world's epicenter of marine biodiversity — Indonesia's Bird's Head Seascape. Abadi means "forever" in the Indonesian language, a tribute to the local leadership that has driven the protection of this place and must secure its future.

The Blue Abadi Fund is the largest dedicated marine conservation fund in the world. More than 70 percent of the cost of managing the Bird's Head Seascape has been secured through local sources, including direct government support, visitor fees collected in cooperation with the government, and a complementary trust fund set up by the West Papua regional government. Now, major international partners have committed to assist in this far-reaching effort.

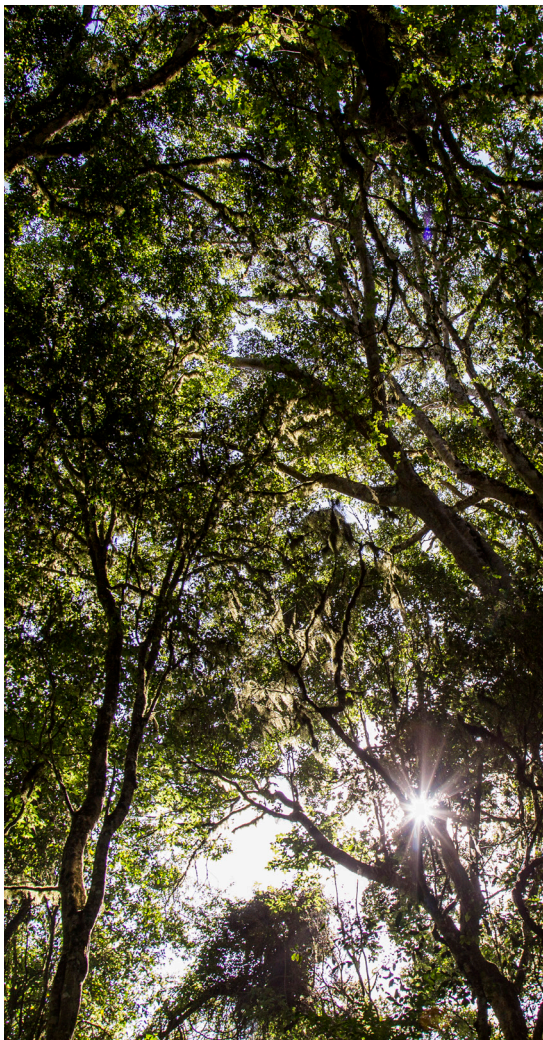


## New carbon regulations in Colombia

On July 1, CI staff; CI Board member and environmental economist Pavan Sukhdev; representatives from Colombia's Ministry of Finance, the Ministry of Environment and Sustainable Development; and USAID met in Bogotá to analyze Colombia's new carbon tax and carbon neutrality decree, which became law that same day. These new regulations, which create a national carbon market in Colombia, could become a model for other countries seeking to reduce emissions and meet their requirements under the Paris climate agreement.



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## Mobilizing markets to save forests

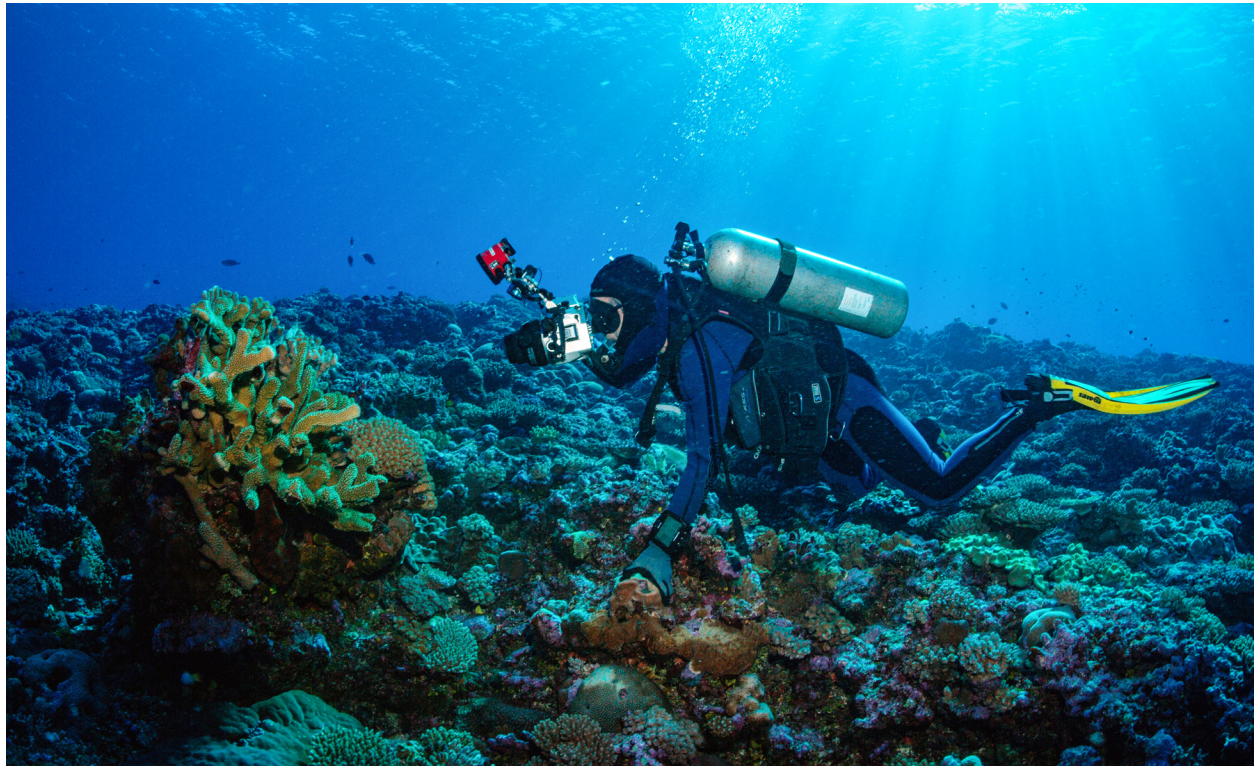
By helping society value forests for their carbon-storing abilities, REDD+, short for Reducing Emissions from Deforestation and forest Degradation, enables the private sector to address deforestation and improve local livelihoods through voluntary purchase of carbon credits generated by forest-protection projects. CI has long promoted REDD+ as a way for resource-intensive companies to contribute to the environment.

An example of this work is through the first-of-its-kind Forests Bond, issued by the International Finance Corporation in partnership with BHP. The bond quickly raised over \$152 million from international institutional investors — roughly twice as much as was originally planned. The Bond offers investors a choice between a cash or interest payment in the form of carbon credits generated by a REDD+ project in Kenya. Through the bond, BHP has agreed to buy a specified amount of carbon credits each year, providing stability in the absence of a global carbon market.

CI and BHP also started a new outreach initiative, Finance for Forests, to leverage the bond's success to encourage other potential investors to participate in REDD+. Finance for Forests provides a space for companies to learn more about REDD+ and identify investment options that will combat deforestation and address climate change while also fulfilling internal commitments related to biodiversity and local communities.

# CI leads with science.

It's the the bedrock of CI's innovative efforts, providing the underlying data that enables us to take on big challenges with smart, informed solutions.



© CI/MARK ERDMANN

## Groundbreaking research spurs rapid marine protection in Fiji

In Fiji in May, a scientific expedition carried out 300 dives in 10 days, leading to the discovery of six new marine species and the creation of a new marine protected area just days later. CI scientists were surveying marine life in the Lau Seascape, a grouping of 60 islands scattered over thousands of square miles of the South Pacific. As warming seas destroy coral reefs and upend fish migrations throughout the Pacific, understanding how to manage this area is crucial to ensuring its rich waters continue to provide food and livelihoods for the thousands who call the Lau Islands home.

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Protecting our oceans against the threats they face requires us to work together. It is clear that the people and the leaders of Lau are ready to take the necessary steps to sustain their traditional lifestyles while creating socio-economic development that is based on sustainably managing their resources.

**Roko Josefa Cinavilakeba**, Paramount Chief of the Yasayasa Moala cluster of islands in the Lau Islands

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## Harnessing the expertise of leading institutions

This year, CI launched new partnerships with the Massachusetts Institute of Technology (MIT) and Arizona State University (ASU). With MIT, we're exploring how cutting-edge technology paired with "blue" carbon mangrove research can help protect these tidal treasures in the Philippines and Amazonia. At ASU, CI staff will teach the next generation of scientists and collaborate to achieve ambitious conservation goals to protect 1 million hectares of essential landscapes and seascapes and to transition 100 million food producers to sustainable production methods.



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# CI empowers people to speak up and make their support for conservation heard.

Collectively, indigenous peoples and local communities control close to a quarter of the planet, yet their voice is often underrepresented. CI knows that pairing science with indigenous engagement is key to protecting global biodiversity. In the first-of-its-kind engagement at COP22 in Marrakech in November 2016, CI teamed up with the Emerson Collective's "Do Fest" to inspire action on scalable climate solutions in partnership with indigenous communities from Kenya to Kiribati.



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Without legal rights to our lands, resources, environment and livelihoods, economic developments like oil drilling, mining, large-scale plantations and hydropower projects will displace us. We need to be the ones deciding on the disposition of our lands.

**Hindou Oumarou Ibrahim**, in an interview with [Quartz](#). Ibrahim is a former CI indigenous leaders conservation fellow from Chad who now co-chairs the International Indigenous Peoples' Forum on Climate Change, the official body representing indigenous peoples within the UN climate talks.

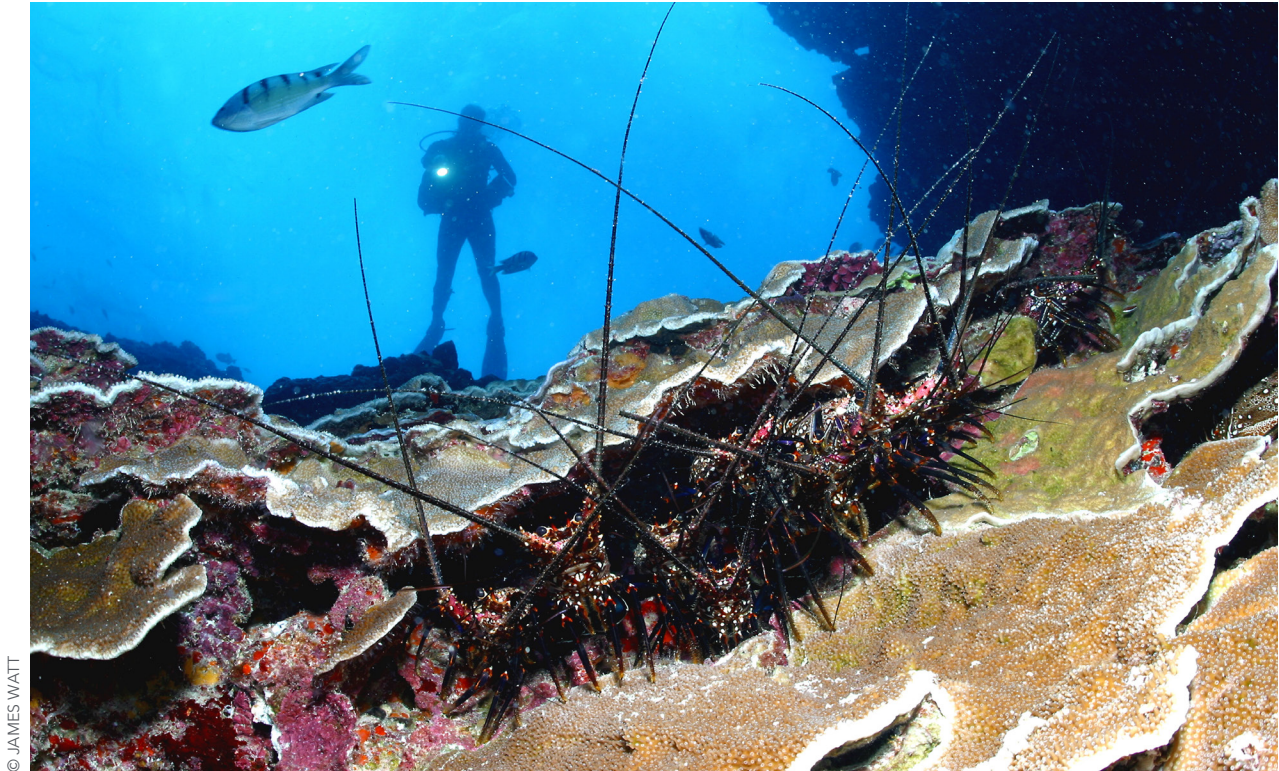
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## Raising our collective voices to protect Papahānaumokuākea

In April 2017, an unprecedented executive order initiated a review of U.S. national monuments. We rallied the support of CI's community for Papahānaumokuākea, a national marine monument in Hawai'i, one of many that came under review. CI helped bring more than 30,000 voices to support the protection of this critical marine environment to the U.S. Department of the Interior and the National Oceanic and Atmospheric Administration.



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## Assess and offset your climate footprint with CI's new carbon calculator

CI's newly launched Carbon Calculator tool enables individuals and businesses to determine their carbon footprint and immediately offset their impact with an investment in the new Chyulu Hills project, Madagascar's Ambositra-Vondrozo Forest Corridor and Peru's Alto Mayo Protected Forest. Fast Company, Mental Floss and Lifehacker all touted the tool.



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# CI is creating integrated models for conservation that show the world what is possible.

Armed with scientific expertise, strong partnerships and creative, specific solutions that speak to local needs, CI creates conservation impacts at an unprecedented scale. One example is the work we are doing in Northern Kenya to heal relationships between people and wildlife in the vast landscape on which they both depend.



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## Ensuring security for wildlife and people

For years, local communities have lived in conflict with elephants and rhinoceroses, as these wild animals threaten cattle, a primary source of income. Wildlife poaching also puts animals and communities at risk. This past year, CI launched a new 13-man mobile ranger team of highly trained and armed Kenyan National Police Reservists to combat illegal wildlife crime in an effort to decrease poaching, cattle theft and road banditry while increasing overall stability.





## Raising the value of wildlife for communities

Through CI's new initiative, local communities are empowered to become wildlife stewards, profiting not by selling elephant tusks but through ecotourism. CI assisted local partners in establishing the remarkable Reteti Elephant Sanctuary, a community-run venture that focuses on reuniting abandoned elephant calves with their families. When tourism profits are redirected to the community, local people have a stake in keeping wildlife alive. The relationship is simple: more elephants bring more tourists, which in turn yields more revenue for communities to spend improving their lives.

## Operating at the continent scale

Through CI's role in co-leading the African-led Elephant Protection Initiative (EPI), we are working with Stop Ivory to support EPI's 15 member states in protecting elephants. With the input and guidance of CI as EPI co-secretariat, 12 member states have completed National Elephant Action Plans, which will empower governments, conservation authorities, and financial and conservation partners to work together to stop the killing of elephants and to actively conserve elephants at a continental level. We are assisting with the implementation of Action Plans in Botswana, Angola, Malawi and Uganda. Together with CI's role in the pan-African Gaborone Declaration for Sustainability (GSDA), we are able to share lessons and leverage strong political will to accelerate progress across national, regional and continental geographies.

## The long view: leveraging market mechanisms to create sustainable communities

Security and tourism revenue are critical groundwork, but in order to provide long-term sustainability, the community needs to tap into financial markets. In 2017, CI conducted assessments to evaluate the viability of generating carbon credits from the region's forests and to determine the likelihood of building a sustainable beef market like that we pioneered in South Africa. In 2018, we'll look to pilot projects. For instance, we envision that small, packaged meat sold directly to urban, low-income consumers can support pastoralists and incentivize rangeland restoration while providing protein that would otherwise be unavailable to some of the country's poorest populations.

# Leveraging partnerships to increase impact



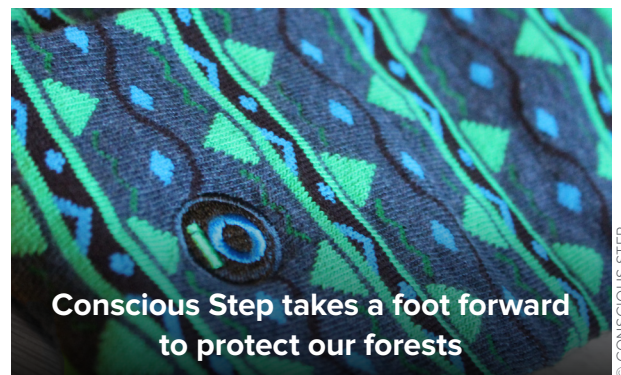
Earlier this year, Tiffany & Co. announced the purchase of renewable-energy credits equivalent to 100% of its U.S. electricity use in 2017. This milestone is part of Tiffany's journey to net-zero greenhouse gas emissions globally by 2050. As a part of their 2050 commitment, a portion of Tiffany & Co.'s 2017 emissions will be balanced through an investment in the Chyulu Hills Conservation Trust's REDD+ project, a unique coalition of community, government and nonprofit partners, including the Maasai Wilderness Conservation Trust, The Leonardo DiCaprio Foundation and Conservation International.



At the Reteti Elephant Sanctuary in Kenya, elephant keepers care for abandoned calves before releasing them back into the wild. CI partner glassybaby — maker of one-of-a-kind, hand-blown, 100 percent sustainable glass votives — makes these rescues possible, enabling CI's efforts to protect Africa's iconic wildlife through our partnership with Reteti, the first community-owned-and-operated elephant sanctuary in Africa. The glassybaby contribution from the sale of signature votives "home," "silver lining" and "lucky penny" support the sanctuary.



At the UN climate talks in Bonn, Germany, this year, Walmart — the world's largest retailer — announced that it was reinforcing and strengthening its commitment to zero-net deforestation. The commitment by Walmart covers palm oil, pulp and paper private-brand products, and Brazilian beef and soy — commodities that together are responsible for more than 70 percent of tropical deforestation, according to the World Bank's Forest Carbon Partnership Facility. A partner with CI since the early 2000s, the company also aims to improve the sustainability of products from apparel to fish, and it announced last year that it planned to be 50 percent powered by renewable energy by 2025.



In time for the holiday season, CI joined with Conscious Step to release a new sock design that will help drive environmental change. Not only are these socks stunning to look at but also have an amazing purpose behind them. Inspired by the bright colors that characterize a rainforest, each pair of these CI socks gives back to help protect 20 rainforest trees. Our collaboration with Conscious Step is the most recent in their partnerships with nonprofits. The clothing company works with a number of organizations to support a wide range of causes — from education and disaster relief to ending poverty and fighting HIV.





## Starbucks makes a special delivery to help sustain coffee

Due to threats such as aging trees, climate change and significant pest and disease outbreaks in recent decades, coffee farmers in many places are in desperate need of support. **To address this need — and to build on the success of the “One Tree for Every Bag” program that has donated over 30 million trees to farmers — Starbucks has committed to quadruple its commitment by providing 100 million healthy coffee trees to farmers by 2025.**

This effort is part of the company’s ongoing commitment to provide comprehensive support to farmers, including open-source agronomy research, farmer financing and access to information. This expanded commitment supports CI’s Sustainable Coffee Challenge industry goal of replanting one billion coffee trees.



## Ensuring the future of coffee and those who depend on it

In honor of National and International Coffee Days, CI raised awareness about its industry-wide effort, the Sustainable Coffee Challenge, to continue our mission to make coffee the world’s first sustainable agricultural product. CI brewed a multi-channel communication campaign to highlight our work in partnership with the coffee sector. **Together with more than 90 partners, CI highlighted the Challenge’s Collective Action Networks to celebrate partner commitments on coffee sustainability — including that of Walmart, the latest coffee retailer to join the Challenge.**

For the first time, CI engaged consumers about sustainable coffee through innovative media partnerships with Mashable and the Financial Times.



## Storytelling in conservation through the lens of Sony

Sony and CI have been working together for two decades to capture images and stories of nature and people. In 1996, Sony began providing professional broadcast equipment to CI to help enhance our visual storytelling efforts. **In 2010, Sony and CI formed a visual storytelling alliance through which Sony supports CI’s storytelling expeditions around the world to produce powerful imagery for promoting conservation.** These films have inspired tens of thousands of conservationists and thought leaders at international forums. Additionally, the films have garnered tens of millions of views worldwide, attracting support and recognition for CI’s field projects in the Americas, Asia, Africa and the Pacific.



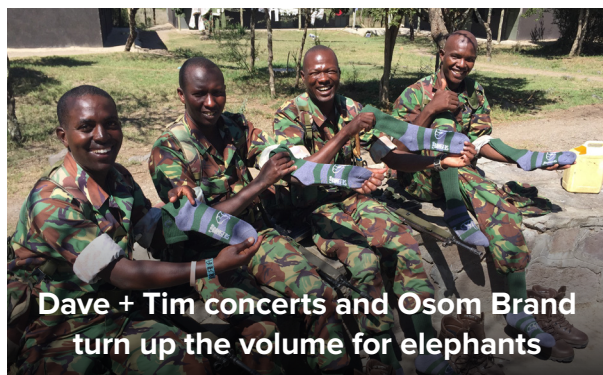
## Preserving critical habitats, and improving livelihoods in Kenya, with Life Is Good

Employing the power of optimism and believing we can end wildlife poaching is key to the success of our work in Africa. This year, Life is Good committed to support the Sarara Initiative and created a limited-edition bead-embroidered Sarara Elephant T-shirt, inspired by the artwork of the local Samburu tribe who live among the elephants of northern Kenya. **For each T-shirt purchased, 100 percent of net profits helps CI increase security for people and wildlife in northern Kenya while boosting ecotourism, which benefits local communities.** In turn, CI is empowering the local Samburu people and other tribes in the region to become wildlife stewards instead of wildlife poachers.



## Replenishing the Amazon rainforest with Pure Brazilian and other partners

Pure Brazilian, an artisanal coconut water company, has partnered with CI to help save the Amazon. Every bottle of Pure Brazilian helps replenish one square foot of Amazon rainforest and support the restoration of degraded areas in the Brazilian rainforest. **This restoration effort is part of a new project that aims to restore 73 million trees in the Brazilian Amazon by 2023.** The project is a result of a partnership between CI, the Brazilian Ministry of Environment, the Global Environment Facility, the World Bank, the Brazilian Biodiversity Fund and Rock in Rio's environmental arm "Amazonia Live". Spanning 30,000 hectares of land (about 74,000 acres), the project is the largest tropical forest restoration in the world and helps Brazil move toward its Paris Agreement target of reforesting 12 million hectares of land by 2030.



## Dave + Tim concerts and Osom Brand turn up the volume for elephants

This summer, at the Dave Matthews and Tim Reynolds concert tour, the band brought attention to wildlife rangers who risk their lives daily to protect Africa's endangered species. **During the show, guests participated in CI's "Thank a Ranger" campaign, by writing and signing letters of appreciation to wildlife rangers in Africa.** Additionally, fans were encouraged to buy custom Dave & Tim Nalgene water bottles to help raise donations for CI's wildlife conservation programs. In an effort to support the welfare of rangers and their families, **this year CI also partnered with Osom Brand, a sustainably minded clothing company, to design and donate 1,000 pairs of high-quality socks to rangers in wildlife conservancies in central and northern Kenya.** These socks are made almost entirely from recycled clothing, a process that reduces waste and eliminates the need for water and toxic dyes.



# What's Next?

**This fiscal year, CI continues to build on our success with exciting initiatives including:**



Promoting nature-based solutions to climate change, including accelerating the protection and restoration of coastal mangrove, seagrass and tidal marsh habitats, which buffer local communities from extreme weather.



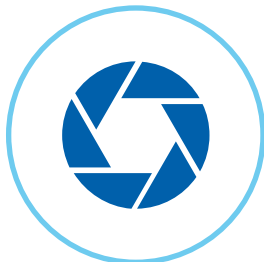
Leading the world's largest tropical forest restoration effort in the Brazilian Amazon. Spanning 300 square kilometers and planting about 73 million trees, the project is breathtakingly audacious.



Catalyzing long-term sustainable funding for conservation by fully capitalizing the \$30 million Blue Abadi ("Forever") Fund to protect the world's most biodiverse seascape in Indonesia and by creating new mechanisms to untap vast potential in capital markets.



Helping companies do good for the planet and their bottom lines by working directly with Walmart, their suppliers and members of the Consumer Goods Forum to put into use the Sustainable Palm Oil Sourcing guidelines.



Launching a global tool for monitoring wildlife using camera trap images in partnership with the Smithsonian Tropical Research Institute, Wildlife Conservation Society, Arizona State University, MIT and others.



## Thank You

This collection of stories is but a snapshot of all the work your support has enabled us to achieve within the past year.

Our ambitions are bold, and there is still so much more to be done. In the coming year, we will continue to work in the most critical places to protect the essential nature we all depend on to survive. With new leadership at the helm, we're excited to roll up our sleeves and tackle even greater challenges at faster speeds — because future generations are depending on us.

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**Thank you again for your dedication to conservation and your confidence in our efforts. None of this would be possible without you.**

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