CONSERVATION INTERNATIONAL

## ANNUAL REPORT july 2012 – june 2013

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Conservation International works to ensure a healthy, productive and joyful planet for everyone on Earth—because people need nature to thrive. Our approach is simple, yet transformative:

### protect our natural wealth

We identify and protect the spectacular but vulnerable places on land and at sea that are especially important to humanity—the places that provide our food, water and the air we breathe.

### foster effective governance

We engage with governments to ensure that leaders have the knowledge and tools they need to sustainably manage their natural wealth for the long-term well-being of their people.

### promote sustainable business

We work with companies—particularly those that have big global footprints in industries like mining, energy and agriculture—to ensure that the production of vital goods and services continues to flow and supports economic growth without undercutting nature's ability to support humanity.

## ETTER FROM THE HAIRMAN'S OFFICE

### nature doesn't need people. people need nature.

#### If humanity vanished tomorrow, nature would go on without us.

Yet we are totally dependent on nature. Every breath, every bite, every drop, our health and our prosperity—it all comes from nature. Our oceans, forests, rivers, wetlands and savannahs are our lifelines.

Despite this, the natural world is being chopped down, burned, poisoned and used up at an alarming rate. The convergence of ecological loss with the impacts of a changing climate and and within nations for water, and the other goods and services that nature provides, may intensify.

If we do not change the course we're on, we will need two Earths to sustain us.

We only have one.

This challenge may seem insurmountable, but it is not.

Communities, businesses and governments across the globe are waking up to the severity of the problems we face, to the and better positioned to find transformative solutions. We are identifying and protecting the spectacular but vulnerable places on land and at sea; working with the private sector to promote sustainable business practices; and engaging with governments to ensure they have the knowledge and tools to make decisions that will benefit humanity now and for generations to come.

In FY13, we narrowed our focus to six geographic priorities: Amazonia, the Eastern Tropical Pacific Seascape, the Pacific Oceanscape, the Greater

COMMUNITIES, BUSINESSES AND GOVERNMENTS ACROSS THE GLOBE ARE WAKING UP TO THE SEVERITY OF THE PROBLEMS WE FACE, TO THE INTERCONNECTEDNESS OF OUR PALE BLUE DOT, AND TO THE REALITY THAT SAVING NATURE IS THE ONLY WAY TO SAVE OURSELVES.

a rapidly growing global population is creating the perfect storm.

In just four decades, there will be more than 9 billion people living on Earth, and the global middle class will jump from 1 billion to 3 billion. Global demand for water, energy and food will double. Conflicts between interconnectedness of our pale blue dot, and to the reality that saving nature is the only way to save ourselves.

At Conservation International, we have responded by refining our strategy to become more focused Mekong region, Indonesia and Sub-Saharan Africa.

These places were selected because of their unique concentrations of natural wealth, because leaders in the regions have demonstrated a willingness to think outside the box when it comes to securing the economic and social stability of their people, and because these geographies are large enough to show measurable impact at scale.

#### Within these geographies and at a global scale, we provide critical tools to businesses, governments and others to help them make informed decisions regarding their natural wealth.

In FY13, we launched the Ocean Health Index (www.oceanhealthindex.org), the first comprehensive, open-access, global assessment of our oceans and the benefits they provide to people. (Read more about the Ocean Health Index on page 18.)

Throughout FY13, we also engaged the private sector—because no effort to protect our planet will be successful if it fails to ensure that business can continue to be an engine for economic growth and jobs without further depleting the foundation of our natural wealth.

We revitalized our Business and Sustainability Council—a corporate forum where members can collaborate with Conservation International's scientific and sustainability experts, and each other, to share success stories and pilot new and innovative demonstration projects.

We also worked with many companies directly, including but not limited to Exxon Mobil, BHP Billiton, Starbucks and Nestlé. Frequently, the reach of our engagement extended well beyond our partners. In the case of Nestlé, we gathered satellite data from 32 supplier countries to show which regions within the countries are most at risk from deforestation. Nestlé is using this information to source its top commodities more sustainably—and sharing these results with the 400+ members of the Consumer Goods Forum, all of whom have committed to achieving zero-net deforestation from their global supply chains by 2020. (Read more about our work with Nestlé on page 24.)

Finally, we worked with all sectors of society in FY13 to ensure that the places that sustain humanity are safeguarded.

Achieving large-scale on-the-ground results requires building trust with a range of stakeholders—which takes both time and honesty—but as we saw throughout the year, the payoff is immense.

Since 2000, Conservation International has worked closely with partners in the Guiana Shield, in South America, to secure wilderness areas and to prevent deforestation. Our efforts began in Brazil and expanded to Suriname and Guyana. This year, we made great progress working with Suriname's indigenous communities to identify and map the places that are especially important to their culture, economy and recreation. The maps have formed a key input for the pending creation of what will be the final piece of the largest contiguous protected primary forest in the world, an area covering 14 million hectares.

In the Pacific, Conservation International has worked alongside island leaders since 2006 to help them safeguard their natural wealth. Initially, we provided counsel and support to President Anote Tong of Kiribati on the design and implementation of the Phoenix Island Protected Area. Others in the region hoped to follow in Kiribati's footsteps, but the challenges of securing vast ocean expanses loomed. Undaunted, Conservation International worked closely with the Pacific Islands Forum and regional agencies to design the Pacific Oceanscape, an ambitious framework for sustainably managing 10 percent of the ocean's surface, endorsed by the leaders of 15 Pacific Island countries in 2010. In FY13, members of the Pacific Islands Forum made historic commitments to ocean conservation, including a 1.2-millionsquare-kilometer marine park in the Cook Islands and a 1.4-million-square-kilometer marine protected area in New Caledonia.

And four years after its launch, an effort in Peru's Alto Mayo Protected Forest with partners as diverse as the Peruvian government, Disney and local smallholder farmers—has reduced carbon emissions from deforestation by 2.5 million metric tons, the equivalent of taking 500,000 cars off the road for a year. (Read more about our work in Alto Mayo on page 12.) WE ARE IDENTIFYING AND PROTECTING THE SPECTACULAR BUT VULNERABLE PLACES ON LAND AND AT SEA; WORKING WITH THE PRIVATE SECTOR TO PROMOTE SUSTAINABLE BUSINESS PRACTICES; AND ENGAGING WITH GOVERNMENTS TO ENSURE THEY HAVE THE KNOWLEDGE AND TOOLS TO MAKE DECISIONS THAT WILL BENEFIT HUMANITY NOW AND FOR GENERATIONS TO COME.

#### THESE SUCCESSES ARE SHAPING OUR FUTURE AND, AS WE SUCCEED, WILL DEFINE WHO WE ARE AND WHY CONSERVATION INTERNATIONAL IS A SPECIAL INSTITUTION. WE HAVE EXTRAORDINARY DRIVE AND A COMMITMENT TO CONSTANTLY LEARN AND IMPROVE.

But this is just a snapshot of the vital work we're doing. As you'll see in the pages that follow, we are taking many more bold actions to protect our planet and ensure human well-being around the world.

These successes are shaping our future and, as we succeed, will define who we are and why Conservation International is a special institution. We have extraordinary drive and a commitment to constantly learn and improve.

We also know that success depends upon our ability to partner with others. In fact, every effort is carried out in close collaboration with carefully selected, truly exceptional organizations.

We are actively involved in productive partnerships with the governments of China, the United States, the EU, France, Japan, Brazil, Indonesia, Cambodia, Peru, Colombia, Guyana, Suriname, Botswana, Liberia, South Africa, Kiribati, the Cook Islands and Fiji.

We have deepening relationships with major foundations and multilateral agencies such as the Gates Foundation, the Rockefeller Foundation, The Walton Family Foundation, the World Bank and the Inter American Development Bank.

And finally, Conservation International could not exist without the amazing commitment and generosity of our many donors and supporters. It is an honor and a privilege to have you on our side—and to be working together for our noble cause.

With gratitude,

Peter Schomann Rund Mittermen



Peter A. Seligmann Chairman + CEO



**Russell A. Mittermeier** President



**Niels Crone** Chief Operating Officer



# FY13 HIGHLIGHTS

THE AD





#### **Protecting the Pacific**

Members of the Pacific Islands Forum, which endorsed the Pacific Oceanscape framework in 2010, made historic commitments to ocean conservation in 2012, signaling that their pledge to sustainably manage 40 million square kilometers (15 million square miles) of ocean is gaining traction. As part of these commitments, the Cook Islands launched a 1.2-million-square-kilometer marine park, the largest of its kind at the time. It was quickly surpassed when New Caledonia soon after pledged to create a 1.4-million-square-kilometer marine protected area. Both of these initiatives were shaped and supported by Conservation International staff.

#### **Investing in Guyana's Forests**

In July 2012, the Guyanese government launched the US\$8.5 million Conservation Trust Fund to provide long-term financing for the management and care of the country's protected areas. Financing was provided by Conservation International's Global Conservation Fund and the German government development bank.





#### Mapping Nature's Benefits in Suriname

Working together with indigenous communities, Conservation International is helping identify places on existing maps where local people derive essential ecosystem benefits to support their culture, economy and subsistence. The Government of Suriname will use the information for spatial planning and the development of land management actions in harmony with local needs.

#### **Fighting Fires with Science**



Conservation International staff and scientists were awarded a highly competitive and prestigious NASA grant, which funded the development of a novel, web-based, decision support tool, Firecast. Firecast is an innovative system that uses emerging technologies and cutting edge research to deliver fire risk forecasting and near real-time detection of fires, drought and deforestation to subscribers through email alerts. The system is being used by decision-makers to strengthen forest surveillance and monitoring and improve fire management, fire prevention, protected areas management and sustainable land-use planning.



#### **Conserving the Eastern Afromontane**

The Critical Ecosystem Partnership Fund announced a plan to invest US\$9.8 million in the Eastern Afromontane hotspot that stretches from Saudi Arabia to Mozambique and Zimbabwe. The hotspot provides many ecosystem goods and services that people rely on—particularly the provision of fresh water that supports agriculture and food security.

#### **Financing Long-Term Conservation Goals**

The Global Conservation Fund established three conservation funds that will provide long-term financing of important conservation work. A US\$1 million endowment will support the Guyra Reta Reserve in Paraguay's highest priority conservation area; a US\$1 million endowment to the new Chachi-Cofan Socio Bosque Fund will support monitoring and technical coordination for more than 180,000 hectares in Ecuador; and a US\$2.5 million disbursement will provide a crucial stream of sustainable financing to support long-term management of the Phoenix Islands Protected Area.





#### **Furthering Investments in Civil Society**

The European Commission committed €18 million (US\$23.5 million) to the Critical Ecosystem Partnership Fund (CEPF) to empower civil society to conserve the world's most critical ecosystems. In addition to Conservation International, other CEPF partners include the French Development Agency, the Global Environment Facility, the Government of Japan, the John D. and Catherine T. MacArthur Foundation and the World Bank.

#### **Assessing Accomplishments in Cambodia**

An independent review found that the 400,000+ hectare Central Cardamom Protected Forest —an area Conservation International has worked to protect—has the lowest deforestation rate compared to surrounding forests in the Northern Cardamom region, despite the enormous and increasing pressures it faces. The review team talked to partners, donors, government and local experts; visited the forest; and used satellite imagery analysis to measure deforestation. The imagery analysis showed that just 2 percent of the total program area has lost vegetation in the past six years, compared to 15 percent of the assessed buffer zone in that same period.



## ALTO MAYO

## protecting critical lands + waters

"Why cut down a tree? A tree is your life," says Segundo Guevara. Segundo is a farmer working with Conservation International in Peru's Alto Mayo Protected Forest. Working with farmers like Segundo and with the country's national and regional governments, we're demonstrating that poor communities can improve their well-being—without destroying the rainforests that sustain all life on Earth.



The Alto Mayo Protected Forest in northern Peru spans 182,000 hectares (450,000 acres) — an area twice the size of New York City. We know some of the impacts that happen when the Alto Mayo Protected Forest, which covers more than 182,000 hectares (450,000 acres) in the Peruvian Amazon, is not sustainably managed. Critical "services" provided by the forest—including crop pollination, carbon storage and fresh water that runs from the Mayo River—are put at risk. Already, deforestation has increased sediment in the river and slowed its flow, threatening the supply of fresh water that sustains lives, nourishes crops and supplies hydropower, particularly to the lowlands.

Addressing the forces that drive deforestation and maintaining the forest's life-sustaining benefits are at the root of Conservation International's partnership with the Ministry of Environment of Peru, the country's National Service of Natural Protected Areas, the Regional Government of San Martin and other local groups. Although the Peruvian government designated the Alto Mayo Protected Forest as a protected area in 1987, the resources needed to enforce protection have been lacking. People have long settled in the area illegally, clearing land for agriculture, housing and other needs. Construction of a road in the area has encouraged more settlers in recent years.

With the number of residents in the Alto Mayo basin now reaching nearly 220,000, the area suffers some of the highest poverty rates in the region. Agriculture comprises 30 percent of the region's economic activity, with coffee as the main product. One common problem occurs when coffee farmers lack the needed information and tools to optimize their practices. Plots become infertile, so farmers cut down more trees to plant in new areas. Cumulatively, these activities add up to significant deforestation and loss of the forest's natural benefits that people depend on.

Five years ago, Conservation International teamed up with The Walt Disney Company to address the underlying drivers of deforestation and help local communities develop. Through this model, we have entered into conservation agreements with more than 300 coffee farming families in the Alto Mayo. In exchange for agreeing to stop clear-cutting and helping restore degraded lands, farmers receive training to improve their long-term crop yields, such as how to grow coffee in the shade, make organic compost and treat fungi that affect tree health. The families also receive farming equipment, medical supplies, educational materials and jobs patrolling the forest.

When Segundo Guevara, who has grown coffee since he was 16, moved his family into the Alto Mayo, he was unaware of the area's protected status. Like many of the Alto Mayo's settlers, he purchased a few acres of land, without realizing that no legal title came with it. To plant coffee and other crops, Segundo cleared land by burning forest. When he learned that his activities were not only failing to optimize his yields, but also contributing to widespread deforestation, he entered into a conservation agreement with Conservation International. In addition to converting to sustainable farming practices, Segundo now contributes to reforestation efforts with his family at a community tree nursery. Conservation International has been working with the Peruvian government to allow current residents like Segundo and his family to remain on the land as protectors of the forest.

The scale of impact, however, goes far beyond Segundo and his family. In November 2012, the Alto Mayo project was successfully validated and achieved gold level certification under the world's leading standards (the Verified Carbon Standard and the Climate, Community and Biodiversity Standards) through an independent audit. The verification confirmed that the project has generated more than 2.5 million metric tons of emissions reductions between 2009-2012—the equivalent of taking over 500,000 cars off the road for a year.

With funding from USAID in 2013, we are extending these efforts. We also signed an agreement with the National Park Service of Peru to co-manage the Alto Mayo Protected Forest for the next five years, helping to protect the forest against threats like the extraction of forest resources.

The Alto Mayo pilot initiative is showing how putting a value on the benefits that nature provides can be an important tool for funding work to bolster communities' economic security, while conserving the natural resources they rely upon.

Segundo reports that since implementing the new sustainable farming techniques, both his crop production and income have improved. "It's always good to take care of the forest, so the animals don't leave and the water doesn't go away," he says. "If not, we would be harming our children."





#### Advocating for Biodiversity Funding

In October 2012, Conservation International's warning to "pay now for biodiversity conservation or pay more later" helped to forge a deal at the U.N. Convention on Biological Diversity that would double funding for biodiversity in developing countries from 2012 levels and maintain that funding through the remainder of the decade. The increased funding to developing nations would be used for conservation efforts and to create better lives for people everywhere.

#### Fighting Deforestation with a "Green Wall" in Indonesia

In its fourth year, Conservation International's Green Wall project in Indonesia has restored 300 hectares (more than 740 acres) of forest in the Gunung Gede-Pangrango National Park, the primary water catchment area for more than 30 million people living in five cities—including Jakarta, Indonesia's bustling capital.





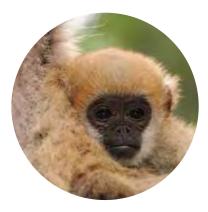
#### **Working with High-Impact Industry**

As part of our partnership with BHP Billiton to create lasting benefits through ecosystem protection, we announced the launch of the Five Rivers Conservation Project in Tasmania, Australia, which will finance the conservation of 11,000 hectares (27,000 acres) of old growth temperate rainforest, wild rivers and other areas critical to human well-being.

#### **Revitalizing the Business + Sustainability Council**

We have revitalized our Business and Sustainability Council (BSC)—a corporate forum where members can collaborate with Conservation International's scientific and sustainability experts and each other. In March 2013, we relaunched the newly-designed BSC, which is poised to more effectively drive positive change.





#### **Winning Prestigious Environmental Awards**

Conservation International was named the winner of the 2013 Muriqui Award, one of Brazil's most prestigious environmental awards for the Atlantic Forest Biosphere Reserve, a network of nonprofit organizations, government agencies and businesses. The prize is given annually to individuals or groups for outstanding efforts to protect the Atlantic Forest hotspot.

#### Marking 5 Successful Years in Indo-Burma

In March, the Critical Ecosystem Partnership Fund—a partnership among Conservation International and allies in the public and private sectors—marked the end of a five-year investment in the Indo-Burma biodiversity hotspot of Southeast Asia. The initiative strengthened the protection and management of more than 2 million hectares (5 million acres) of land, protected 20 globally threatened species from the illegal wildlife trade and helped more than 100 local communities.





#### Sharing the 'Direct Connection' Message

The Council on Foreign Relations, in partnership with Conservation International, convened a symposium in Washington, D.C., about the direct connection between resource scarcity and U.S. economic and national security interests. More than 150 thought leaders from various sectors heard CI's message from panelists including CI Chairman and CEO Peter Seligmann and Board Members Harrison Ford and Richard Haass.

#### **Building Tools for Better Decision-Making**

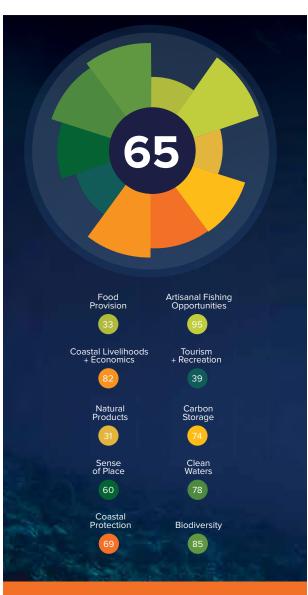
In Colombia, Conservation International has built and shared a free, online software (Tremarctos-Colombia) that enables users to evaluate development impacts on protected areas, indigenous communities, climate change, ecosystems and more. The Ministry of Environment has recognized the platform as the official tool for gaining the first level of environmental approval for infrastructure projects.



## THE OCEAN HEALTH INDEX

## informing national policies

The oceans regulate the Earth's weather and climate. They help protect our coastlines from strong storms with mangrove and reef systems. They support a global seafood industry—that not only provides one of the main sources of protein for people worldwide, but also creates 350 million jobs and generates more than US\$190 billion per year. Sustainable use of the oceans' resources can bolster national economies and improve people's lives. Yet, for a long time, leaders lacked the information necessary to make the best decisions about how to most effectively maximize sustainable productivity from the oceans.



A healthy ocean sustainably delivers a range of benefits to people both now and in the future. The Ocean Health Index evaluates the world's oceans according to 10 public goals that represent key benefits of healthy marine ecosystems. The target is considered attainable and represents optimal and sustainable productivity. Inspired by a conversation between CI Board Member William ("Beau") Wrigley, Jr. and Dr. Greg Stone, executive vice president of Conservation International's Betty and Gordon Moore Center for Science and Oceans, the Ocean Heath Index was developed as an important tool to guide nations, businesses and policymakers that are responsible for managing ocean resources.

As Greg recalls, "Beau is a successful businessman. He pointed out that, really, the oceans are an asset. In business, you always track whether your assets are increasing or decreasing. Why haven't we figured out a way to do that for the ocean?"

To begin, Greg reached out to two respected colleagues: Dr. Steve Katona, who was at the College of the Atlantic performing innovative studies in ocean health and ecosystem management; and Dr. Ben Halpern of the National Center for Ecological Analysis and Synthesis at the University of Santa Barbara, who had recently published groundbreaking research about human pressures on ocean resources. Together, they assembled a prestigious team representing the top institutions-including the University of British Columbia's Sea Around Us project, the National Geographic Society, the New England Aquarium and more than 65 scientists from around the world—to tackle the considerable challenge of developing a new way to measure ocean health.

From the beginning, the Ocean Health Index team was committed to challenging the lens through which ocean ecosystems are typically viewed. "What we realized in working together is that people and the ocean are no longer separate; people have to be included in the ocean ecosystem," says Steve Katona, who joined Conservation International as managing director for the Ocean Health Index. "Humans are part of everything now, and if you could find ways to improve the benefits obtained from the seas and reduce the impact people have, the benefits flowing from the ocean would be much greater for people."

After four years, the team's work culminated in the 2012 release of the Ocean Health Index. the first-ever world standard for gauging ocean health by calculating sustainable use of marine resources— giving the world, and each country with a coastline, hard numbers showing how each is performing. Information, including the details behind each score, is publicly accessible and free through the Index website (www.oceanhealthindex.org). The Index defines a healthy ocean as one that delivers a range of key ecological, social and economic benefits to people. These benefits range from food provision to tourism and recreation, biodiversity, carbon storage and more. Ocean conditions have never been assessed from so many different and important perspectives.

In 2013, the Ocean Health Index global score was 65 out of 100, derived by averaging scores of the 151 coastal and island countries that are calculated annually. These scores provide useful information by identifying overexploited resources—as well as missed opportunities to maximize sustainable use of the ocean. And the Index is getting attention.

After a Colombian newspaper reported the country's score in 2012, Colombian officials wanted to collaborate with Conservation International to learn more. The Index's framework resonated with Colombian policymakers. As a result, Colombia launched an Agenda Azul or "Blue Agenda" that contributes to ocean health while supporting jobs, food production, clean water, carbon storage and biodiversity.

In June 2013, the Ocean Health Index's first international training session took place in Santa Barbara, with participants representing Colombia, China, Israel, Philippines and Hawai'i.

In 2013, the World Economic Forum endorsed the Index as the first comprehensive measure of how sustainably we are using the ocean, and the team continues to refine methodologies and engage decision-makers in the process. "We want to support nations as they build healthy green and blue economies that thrive well into the future," Greg Stone says. "If the world unites behind a common metric, the cumulative benefits of each decision and action will become global. Imagine what could happen if we all take aim at the same target."





#### **Holding High-Level Conversations**

In May 2013, we continued to raise awareness of the importance of nature to human well-being when former Secretary of State Hillary Rodham Clinton took the stage with Cl Vice Chair Harrison Ford at our 16th annual New York dinner. The two discussed the direct connection between international conservation and U.S. economic and national security interests.

#### **Giving Fisheries a Boost in Timor-Leste**

The Government of Timor-Leste launched the nation's first "No Take Zones"—areas where fishing restrictions and other protective measures enable fish stocks and coral reefs that support local people to be strengthened. The zones encompass important coral reefs that help with climate resilience; serve as reef fish spawning sites; enable fisheries replenishment; and protect key dive and snorkel sites for tourism purposes.





#### **Advancing Sustainability in the Americas**

In February 2013, Conservation International announced the launch of its new Americas Center of Sustainability at an event in Brazil. The Center aims to promote innovations at the science-policy interface and to facilitate an exchange of experiences applied to sustainable development.

#### **Reaching a Milestone in Rainforest Monitoring**

After more than five years of collecting camera trap images of birds and mammals, in February 2013, the Tropical Ecology Assessment and Monitoring Network (TEAM) announced its 1,000,000th photo—of an elusive jaguar in Peru. These images give Conservation International and our partners the data we need to measure forest health that people everywhere depend upon.





#### Creating a Shark + Ray Sanctuary in Indonesia

In February 2013, the government of Raja Ampat, Indonesia, announced the formation of Indonesia's first-ever shark and manta ray sanctuary. This 46,000-square-kilometer (18,000-square-mile) sanctuary, which Conservation International helped create, is particularly important as sharks maintain healthy fisheries, promote ecosystem health and can provide communities with substantial tourism income.

#### **Maintaining Our Thought Leadership**



Over FY13, Conservation International staff authored or co-authored 66 publications that were cited a total of 283 times.



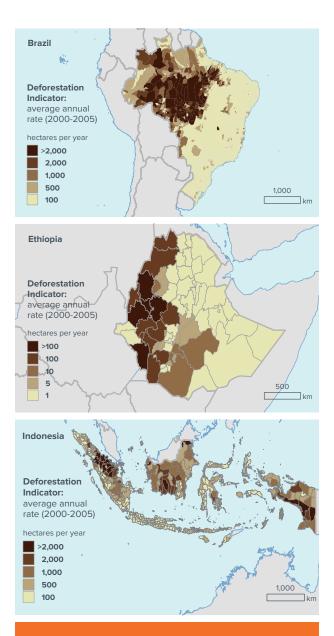
#### Protecting a Healthy Ocean in Hawai'i

Conservation International's Hawai'i Fish Trust program helped the State of Hawai'i launch a North Maui enforcement unit, which is restoring ocean health and seafood security. The unit patrols a 13-mile stretch of coastline from Hulu Island to Baldwin Beach Park, work made easier with the gift of a patrol boat from Conservation International.

## PARTNERING WITH NESTLE

## catalyzing widespread transformation

Nestlé S.A. is the world's largest food company, producing everything from chocolate and coffee to dairy products and bouillon cubes and operating in 86 countries. But where does Nestlé get all this food? To ponder this question is to understand the massive impact an industry leader like Nestlé can make on our planet's natural capital—like healthy forests—through its sourcing of agricultural materials for products and packaging.





And it demonstrates why Conservation International works with influential partners like Nestlé, whose leadership can catalyze widespread transformation. With a growing global population, we must find ways to feed everyone without undermining the Earth's ability to continue to provide for us into the future.

Conservation International has long recognized that private industry represents a vital part of the solution to preserving the health of our planet. We work with businesses from small-scale farmer co-ops to the world's largest corporations. In 2000, we established the Center for Environmental Leadership in Business to help companies minimize their environmental impacts. As more companies have begun to embrace sustainability, we are leveraging their size and scale to develop and implement innovative solutions that result in net positive benefits for people and the planet.

Such was the case when Duncan Pollard, Nestlé's head of stakeholders engagement in sustainability, approached Conservation International in 2012 for help. Nestlé had already made an ambitious commitment to zero net deforestation by 2020 as a member of the Consumer Goods Forum. That means a commitment to stopping deforestation by making smart choices about how they source commodities such as soy, palm oil, beef, paper and board—in a way that encourages producers not to expand into forested areas.

As Duncan says, "Nestlé believes that destruction of tropical rainforest and peat lands to cultivate crops is one of the most serious environmental issues facing us today, and we want to be a force in combating deforestation. We know we use some raw materials that have been linked to deforestation and loss of biodiversity, such as palm oil, soya, and paper and board. So we've made a commitment to ensure that the raw and packaging materials we source are not associated with any damage to existing forests."

But, with buying stations all over the world and hundreds of thousands of direct suppliers and individual farmers delivering materials to them—it was hard to know where to begin. Nestlé was determined to ensure its plan did not exist solely as a concept at its Swiss headquarters, but could be implemented globally, with the ability to track progress. Nestlé needed guidance.

To inform Nestlé's sourcing strategy, Conservation International and Nestlé began with analysis of the company's key commoditysourcing countries that are most affected by deforestation—from the expansion of livestock farming in Brazil to palm oil development in Liberia. We used existing research and satellite data to illustrate the areas at the greatest risk of deforestation. The result was a series of detailed maps for 33 priority countries that provide significant information for sourcing decisions. Accompanying factsheets contain other relevant data, such as the percentage of primary forest in a country, the key drivers of its deforestation and the percentage of its economy comprised by agriculture.

By sharing the maps and factsheets with its operational teams worldwide, Nestlé has armed employees with a useful tool to work toward the company's zero net deforestation pledge. For example, a coffee buyer seeing that deforestation rates are high in known buying regions of Colombia or Indonesia might trigger a deeper investigation to understand if coffee is actually causing the deforestation in those countries.

"The maps make it easier for us to see where deforestation is happening," says Duncan. "We've found them particularly helpful for some countries, including Ethiopia, Honduras and Papua New Guinea, where it was difficult to track accurate data. This should also help us to better track our supply chain from farm to fork."

Nestlé and Conservation International have made all of the information publicly available to encourage others—including Nestlé's competitors—to improve their sourcing practices as well. "The guidance provided by Conservation International can and should change the way companies, governments and civil society view the problem of deforestation. There is so much our industry can do in our supply chains by making a concerted effort to address the issue," says Duncan.

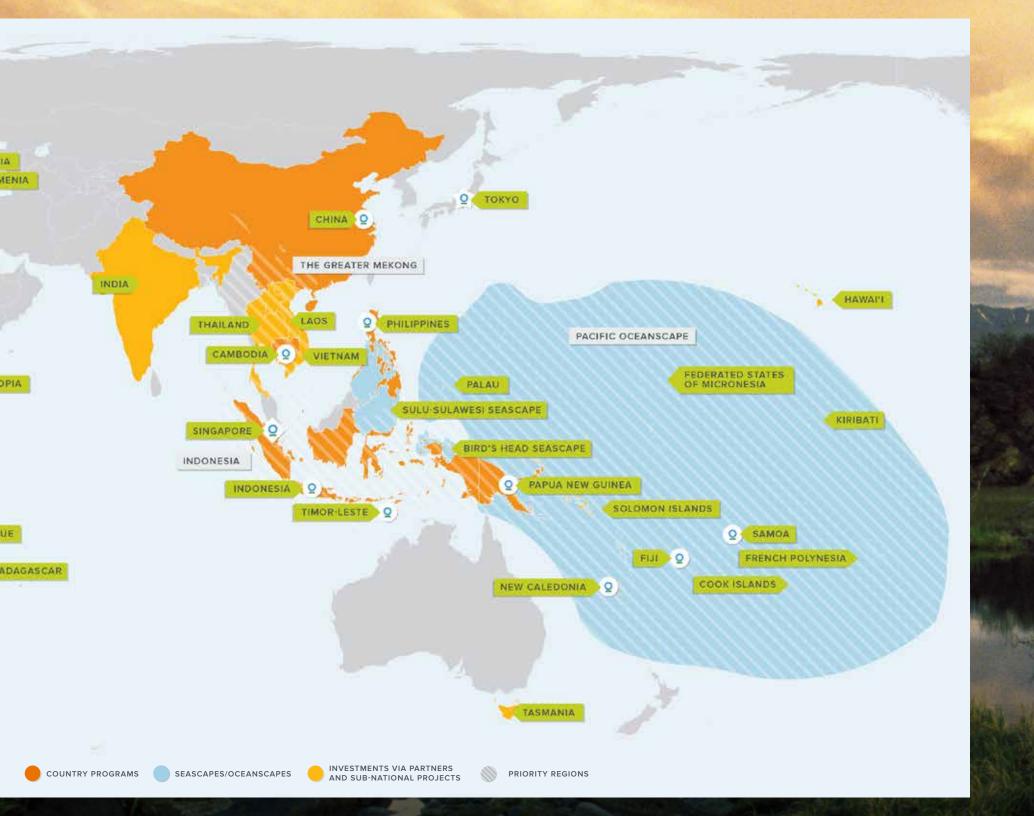
John Buchanan, Conservation International's senior director of Sustainable Food and Agriculture Markets, emphasizes that successful collaborations like the Nestlé partnership remind us of the critical role that private sector leaders can play in solving global environmental challenges. "Food security is a global issue, but as the world seeks ways to produce more food, it has to be sustainable. After all, food is a product of nature, and neither farmers nor companies can thrive when nature fails."



## WHERE WE WORK

Conservation International works in select geographies where we can make a substantial contribution to human well-being through our field work, our partnerships and our investments.







# FINANCIALS



Since our founding in 1987, Conservation International has become a force for positive global change. This has been made possible by the generous support and shared commitment of our dedicated donors. Our careful stewardship of contributions and our emphasis on programmatic impact have allowed us to consistently earn the highest ratings from watchdog groups such as Charity Navigator.

#### revenue

During FY13, we raised a total of US\$105.6 million in revenue. This is a reduction from FY12, due to the completion of several large multi-year grants, for which the revenue was recognized in the initial year.

We established many new partnerships in FY13, most significantly in the corporate sector where revenue nearly tripled from US\$12.1 million in FY12 to US\$36.1 million in FY13. Contributing to this growth was support from BHP Billiton, The Walt Disney Company, FIJI Water and HSBC Holdings. BHP Billiton provided US\$18.4 million toward ecosystem protection in the regions where they work. Disney gave US\$6.5 million in support of our carbon work in Peru and the Democratic Republic of the Congo. FIJI Water provided US\$1.2 million for reforestation and community development in Fiji; and HSBC Holdings granted US\$1 million for fresh water work in China.

We also received many generous grants from governments, foundations and individuals. Notably, The Gordon and Betty Moore Foundation provided US\$6.5 million in support of science innovations. The funds were used to develop a framework to measure the goods and services that healthy ecosystems provide to people, economies and businesses. These metrics will be shared with policymakers in an effort to persuade them to adopt conservation agendas. Other significant grants included US\$3.4 million from the Embassy of Finland in support of our work to reduce carbon emissions by protecting critical forests in Peru and Colombia, as well as a US\$3 million renewal from the International Bank for Reconstruction & Development in support of the Critical Ecosystem Protection Fund.

#### expenses

Conservation International is committed to ensuring effective and efficient use of all of our funds. In FY13, we reduced support costs, including costs related to management, operations and development, by US\$1.5 million. As a result, 85.3 percent of every dollar spent directly supported programs, compared to the 84.5 percent in FY12. Management and operations costs accounted for 8.6 percent of expenses, and development made up the remaining 6.1 percent in FY13.

We closed FY13 with expenses totaling US\$148.2 million, the second highest in our history. Of this, US\$51.3 million, or 34.6 percent, is attributable to Conservation International's growing grant-making efforts. Supporting our partners through grants is fundamental to our mission of building the capacity of local organizations and people to effectively steward their natural resources. Several programs grew significantly in FY13, such as our Ecosystem Finance and Markets Division, which increased spending by 46 percent, largely due to grants awarded through the BHP Billiton program to protect areas critical to biodiversity and human well-being.

In addition, the Global Conservation Fund established three long-term conservation funds: a US\$1 million endowment to support the Guyra Reta Reserve in Paraguay's highest priority conservation area; a US\$1 million endowment to the new Chachi-Cofan Socio Bosque Fund in Ecuador; and a US\$2.5 million disbursement to support long-term management of the Phoenix Islands Protected Area. Spending in our country and regional programs, by comparison, decreased by approximately 19 percent, largely due to a high level of grants awarded to partners in the prior fiscal year.

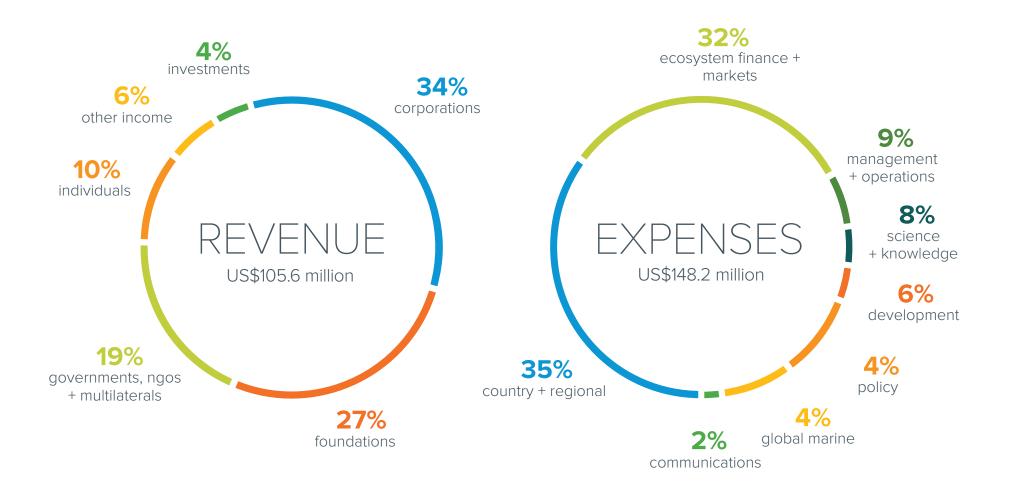
#### summary

Conservation International's net assets of US\$199.2 million represent the cumulative revenue that the organization has raised in excess of expenditures since our founding, and our net assets have steadily increased over time. During FY13, we incurred our first operating deficit since our inception. This was anticipated, as FY13 was a transitional year during which we developed proposals to support our new mission while several ongoing projects wound down. We expect to make up for this deficit in FY14 with several large grant awards in addition to contributions from an expanded, more diverse donor base.



### fy13 revenue + expenses

Conservation International demonstrates good stewardship of donor contributions by working strategically—selecting the geographies, partnerships and fora where our efforts can have the greatest impact. We are grateful for the generosity and continued support of our donors.



### fy13 statement of activities

Balances are in the thousands)	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	2013 TOTAL	2012 TOTAL
REVENUE					
Grants and Contributions					
Corporations	\$3,006	\$33,134	_	\$36,140	\$12,148
Foundations	4,500	24,167	_	28,667	72,101
Individuals	3,914	7,222	—	11,136	12,472
Non-U.S. Government	_	10,727	—	10,727	20,493
U.S. Government	_	4,831	—	4,831	5,036
NGO/multilaterals	52	4,728	—	4,780	9,309
Cancellations and Deobligations	_	(1,621)	_	(1,621)	(1,733)
Licensing Agreements, Product Sales, and Other Income	6,479	151	_	6,630	6,319
Investment Income	1,723	2,634	_	4,357	3
Net Assets Released from Donor Restrictions	123,387	(123,387)	_	_	_
TOTAL REVENUE	143,061	(37,414)	-	105,647	136,148
EXPENSES					
Program Services					
Country and Regional	51,744	—	—	51,744	63,718
Ecosystem Finance and Markets	46,913	—	—	46,913	32,123
Science and Knowledge	11,464	—	—	11,464	11,583
Global Marine	6,566	—	—	6,566	8,820
Policy	6,531	—	—	6,531	6,976
Communications	3,219	—	—	3,219	3,969
TOTAL PROGRAM SERVICES	126,437	-	-	126,437	127,189
Supporting Services					
Management and Operations	12,701	—	—	12,701	13,146
Development	9,053	—	—	9,053	10,193
TOTAL SUPPORTING SERVICES	21,754	—	-	21,754	23,339
TOTAL EXPENSES	148,191	_	-	148,191	150,528
Changes in Net Assets Before					
Non-Operating Activity	(5,130)	(37,414)	—	(42,544)	(14,380)
Gain (Loss) on Foreign		(000)			(0.000)
Currency Translation	_	(609)	_	(609)	(2,098)
CHANGES IN NET ASSETS	\$(5,130)	\$(38,023)	-	\$(43,153)	\$(16,478)
Net Assets at Beginning of Year	18,702	210,340	13,315	242,357	258,835
Changes in Net Assets	(5,130)	(38,023)	_	(43,153)	(16,478)
NET ASSETS AT END OF YEAR	\$13,572	\$172,317	\$13,315	\$199,204	\$242,357

## DONORS, PARTNERS + LEADERSHIP



### EMERALD CIRCLE

The Emerald Circle is made up of individuals who have made generous donations of \$1,000 or more in support of Conservation International's mission to protect nature for the benefit of people everywhere. We acknowledge with deep gratitude those listed here and the many others who wish to remain anonymous.

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#### TOM GRAHAME + JAN KERN Washington, DC

**Emerald Circle Members** 

Among our most loyal supporters, Emerald Circle members Tom Grahame and Jan Kern have steadfastly contributed to Conservation International's work every year since our founding 27 years ago.

It started when Tom learned about our efforts to broker the first ever debt-for-nature swap with the Government of Bolivia in 1987. Inspired by our approach of working on both political and social levels, the couple organized a fundraiser for Conservation International at the Tabard Inn that led more than 40 of their friends to also become supporters.

"We love the natural world and we love science —especially environmental science," says Tom. "But we have to trust an organization's approach to science. We also have to believe strongly in the mission and how it will be accomplished."

What really sets Conservation International apart from other conservation organizations for Tom and Jan is that "CI sets big goals and then succeeds in achieving them."

"We need to do more than cut our losses," Tom says. "We need to turn things around. Cl is doing that, and being sensitive to all the species—including people who live within critical ecosystems. That, for us, is essential to finding solutions that last."



Los Angeles, CA

Tyler Kelley is the founder and chair of Generation Conservation (Gen Con), Conservation International's young leadership program. Since its inception in 2010, the group has grown to include more than 50 members worldwide and is represented in cities around the world from Los Angeles to Beijing.

"The goal of Gen Con is to engage the next generation of conservation leadership through awareness, support and action from rising global leaders," says Tyler.

Members also have the chance to visit Conservation International field sites and experience our work firsthand. As an avid traveler and adventure seeker who has visited more than 70 countries around the world, this unique opportunity definitely appealed to Tyler. He has already traveled with Conservation International half a dozen times.

And while he'll always cherish the memories of these trips —like watching the sifaka lemurs in Madagascar comically hopping and leaping on just two legs—his support for our work is grounded in something deeper.

"I was impressed by Conservation International's science-based conservation and analytical approach, which parallel tactics I use in the private-sector," says Tyler, Chief Operating Officer and Managing Director at Bel Air Investment Advisors LLC, a Los Angeles-based wealth management firm that manages and oversees more than \$7 billion for high net worth families, individuals and foundations. "CI's measurable return on investment and global impact speak for themselves."

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The Future of Life Society is made up of champions for conservation who have included Conservation International in their estate plans as a lasting legacy that will help protect the planet and all it provides into the future. We are thankful to the committed individuals listed here as well as those members who wish to remain anonymous.

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a difference.

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#### **Government + Multilaterals**

Academy for Educational Development Government of Australia Government of Brazil: State Department of Environment Caribbean Environmental Heritage Foundation Catholic Relief Services Government of Colombia: Corporation for the Sustainable Development of Southern Amazonia Local Development Fund of Chapinero Ministry of Environment and Sustainable Development National Authority for Aquaculture and Fisheries Presidential Agency for International Cooperation Regional Autonomous Corporation of La Guajira Regional Autonomous Corporation of Los Valles del Sinu and San Jorge - CVS

Water Company of Bogotá Environmental Action and Childhood Fund National Adaptation Fund Government of the Democratic Republic of the Congo, Ministry of Environment, Nature, Conservation and Tourism Government of Denmark EcoAgriculture **European Union** Government of Finland: Ministry of Foreign Affairs Government of France: French Development Agency French Global Environment Facility German Development Bank Government of Germany: Ministry for Environment **Global Environment Facility** Inter-American Development Bank International Union for Conservation of Nature José Benito Vives de Andréis Marine and **Coastal Research Institute** Government of Madgascar National Aeronautics and Space Administration Government of Netherlands: Ministery of Economic Affairs, Agriculture and Innovation Government of New Caledonia: Lovalty Islands Province Northern Province South Province Government of Norway: Ministry of Environment Ministry of Foreign Affairs Norwegian Agency for **Development Cooperation** Government of Peru: National Environment Fund Government of South Africa: Development Bank of South Africa U.S. Fish and Wildlife Service Government of United Kingdom: Department for International Development Natural Environment Research Council United Nations Development Program



#### **ROBERT GALLUCCI**

President, MacArthur Foundation Chicago, Illinois

Dr. Robert "Bob" Gallucci is the president of Conservation International's long-time partner, The John D. and Catherine T. MacArthur Foundation. But he's not only a sharp leader—he's also an avid diver who recently traveled to Raja Ampat, Indonesia with us to see some of our marine conservation work first hand.

"I enjoy being outdoors—whether I'm riding a horse in the Virginia countryside or exploring a coral reef 60 feet underwater," he confesses. "During my time at MacArthur, however, I've become much more aware of the importance of marine ecosystems to the lives of people—and the very real impacts of overfishing and climate change. Strengthening locally-managed fisheries as a means to reduce pressure on marine resources is a priority and an area of work I follow closely."

Conservation International has worked in close collaboration with the MacArthur Foundation over the past decade on an ambitious initiative, the Critical Ecosystem Partnership Fund (CEPF).

"We were a major contributor to CEPF for its first two phases," says Bob. "It has proven to be a remarkably effective way of supporting civil society engagement in conservation activities, particularly local non-profits. The fact that several other donors—Japan, France, and now the European Commission—are supporting CEPF gives us confidence that it will continue this important mission." United Nations Environment Program United Nations Food and Agriculture Organization United Nations Office for Project Services University of California - Santa Barbara University of Rhode Island United States Agency for International Development World Bank Group, International Bank for Reconstruction and Development World Learning

#### Organizations

American Museum of Natural History Cooperative for Assistance and Relief Everywhere Inc. The Dwight School ECOLAP Fundo Brasileiro Para A Biodiversidad Harare International School Houston Zoo, Inc. **IUCN-US** The London School of Economics and Political Science Meridian Institute The National Academies The Nature Conservancy Pittsburgh Zoo & PPG Aquarium University of Hawaii Woodrow Wilson International Center for Scholars

List is as of June 2013







Each year, Conservation International holds a series of dinners that are intended to be intellectually provocative and immersive experiences where staff and leadership have the opportunity

to connect with some of the organization's important supporters. Over the course of FY13, Conservation International hosted three fundraising dinners, ranging from a small intimate gathering to one of the largest galas in the organization's history. In all, more than 800 guests attended events in Seattle, Los Angeles and New York City, which raised a combined total of US\$2.9 million in unrestricted funds.

### **CONSERVATION** INTERNATIONAL

# SEATTLE DINNER



### october 4, 2012

#### **FEATURING**

Celebrating Conservation International's 25th Anniversary with featured Speakers: His Excellency Anote Tong, President of Kiribati; Edward Norton, Actor + UN Goodwill Ambassador for Biodiversity; and with guest presenter Harrison Ford, Vice Chairman, Cl Board of Directors

#### **CO-HOSTED**

Lee Rhodes + Peter Seligmann Calista Flockhart Ford + Harrison Ford

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Lisa + Michael Anderson | Patrice + Kevin Auld | Pam + Daniel Baty | Delia + John Frank Jane + Jeff Gale | Vivian + Stone Gossard | Alexandra Brookshire + Bert Green Janet Ketcham | Mary Kay McCaw | Maria Semple + George Meyer | Martha + Colin Moseley Lisa Norton + Harvey Motulsky

### 17<sup>TH</sup> ANNUAL LOS ANGELES DINNER



### april 4, 2013

#### **FEATURING**

Robert A. Iger, Chairman and CEO, The Walt Disney Company, for the benefit of Conservation International and honoring Disney and its commitment to conservation. CI and Disney have worked together for over 15 years around the shared value of protecting nature for the benefit of both people and the planet.

Disney was presented the Global Conservation Leadership Award to honor and recognize its longstanding vision for nature conservation.

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# 16<sup>TH</sup> ANNUAL NEW YORK DINNER



### may 15, 2013

#### FEATURING

The Honorable Hillary Rodham Clinton + Harrison Ford and honoring the legacy of Julio Mario Santo Domingo, Founding Cl Board Member

#### **DINNER CHAIR**

Andres Santo Domingo

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# JOIN US

We all need nature for every breath, every bite of food and every drop of water. And because we are inextricably linked with our natural world, the future of nature is the future of people. This simple, yet profound truth underpins everything we do at Conservation International.

We invite you to learn more about our work and how you can become part of the solution. Visit us at **www.conservation.org** to sign up for our e-newsletter and take action to protect the planet that provides for us. Every gift counts.

To make a donation, go to **www.conservation.org/give** or contact us at:

#### CONSERVATION INTERNATIONAL

Development Department 2011 Crystal Drive, Suite 500 Arlington, VA 22202

800.406.2306

### OUR MISSION

Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the well-being of humanity.

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#### people need nature to thrive

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