

RESTORING DEGRADED LANDS

Recognizing that in many places, pristine, intact lands and waters are few or non-existent, the Conservancy works to restore important natural areas. From re-seeding native prairie to large-scale wetlands restoration projects, in carefully selected places the Conservancy uses the latest conservation science to guide its work putting nature back together again.

CONSERVATION-FRIENDLY PUBLIC POLICIES

Without supportive public policy, conservation efforts are destined to fail. The Conservancy works to encourage ecologically sound legislative action in areas such as road construction, parks management, invasive species management, wetlands protection and international agreements. Current priorities include an eight-point Transportation and Biodiversity platform developed in response to the impacts roads have on conservation.

PARTNERING WITH LAND MANAGEMENT AGENCIES

The Conservancy works with public land management agencies in a variety of ways. Through land acquisition programs, the Conservancy assists public agencies in acquiring or trading key properties through land exchanges and purchases. The Conservancy also works cooperatively with public agencies on conservation planning and in developing and implementing strategies, such as fire management and invasive species control and eradication, to enhance wildlife habitat on public lands.

LAND ACQUISITION

In the United States, where the Conservancy currently owns more than 2 million acres, land acquisition is an important conservation tool. Outside the U.S., the Conservancy generally does not acquire land, but works with local communities and national governments to encourage the protection of ecologically-sensitive places.

CONSERVATION EASEMENTS

Conservation easements are an effective tool for conserving private lands. Their use has successfully protected millions of acres of land while keeping it in private hands and generating significant public benefits. A conservation easement is a restriction placed on a piece of property to protect its important ecological or open space values. The easement is either voluntarily donated or sold by the landowner and constitutes a legally binding agreement that limits certain types of uses or prevents development from taking place on the land in perpetuity while the land remains in private hands. Conservation easements protect land for future generations while allowing owners to retain many private property rights and to live on and use their land, at the same time potentially providing them with tax benefits.

CONSERVATION BUYER PROJECTS

In recent years, the Conservancy has begun actively working with private, conservation-minded individuals, or "conservation buyers," interested in acquiring and protecting ecologically-valuable lands. Through this program, the Conservancy identifies and purchases target properties within priority conservation areas, or in zones that buffer and surround core natural areas. The Conservancy then widely and publicly markets the property, seeking a buyer committed to protecting the property's important natural values and willing to ensure the land's long-term conservation by placing a conservation easement on the land. This cost-effective conservation strategy allows the Conservancy to achieve significant, lasting conservation results with limited funding.

MANAGING PARKS AND PROTECTED AREAS

The Conservancy actively works with governments, local communities and other stakeholders to ensure designated parks and protected areas outside of the U.S. are managed in such a way as to preserve biological diversity while accounting for the needs of local stakeholders. These efforts often involve local communities directly in management activities.

using innovative tools and tactics

In the 1950s and '60s, The Nature Conservancy defined its mission and methods simply: preserving wild nature by buying land. In response to increasing environmental threats, we have refined our focus and expanded the array of methods and tools we use to achieve lasting conservation results.

In each place we protect, we tailor our approach to local circumstances — natural and human — using science-driven methods, tools and techniques that have proven successful in addressing conservation challenges. Viewed at a glance, these solutions reflect the imperatives that guide all Conservancy work: collaboration, proven science and respect for the needs of people as well as places.

PUBLIC FINANCE CAMPAIGNS

For more than ten years, the Conservancy has worked in the U.S. at the state and local level with conservation supporters and partner organizations to develop public funding for conservation. Public finance campaigns have generated more than \$24 billion dollars for conservation throughout the country. These collaborative efforts enable leverage of private donations by magnitudes of more than 300 to 1.

RESOURCE EXTRACTION FEES

Extraction of oil, natural gas, coal and other non-renewable natural resources is a growing economic activity in many countries. Extracting these resources inevitably causes environmental damage. Resource extraction fees are mandatory levies on extractive industries (or often, voluntary contributions by extractive industries) used to mitigate environmental damage, and are a potential source of complementary funding for conservation.

WORKING WITH BUSINESSES

The Nature Conservancy works collaboratively to engage the business community in our biodiversity conservation mission by helping them adopt environmentally-responsible practices and designing employee volunteer opportunities, events and joint marketing and awareness-raising efforts. In addition, many businesses support our critical conservation work through financial and land donations.

COMPATIBLE ECONOMIC DEVELOPMENT

On many projects, innovative Conservancy strategies guided by sound science, including ecotourism and sustainable forestry, provide income to local communities while safeguarding natural resources and the ecosystem services they generate.

CONSERVATION FINANCE

The Conservancy has supported debt-for-nature swaps, GEF grants and conservation trust funds in 20 countries, helping to create sustainable sources of financing for biodiversity conservation programs. These programs also reduce developing countries' debt and strengthen civil society.