

2009 Conservation Measures Summit

September 29th - October 1st, 2009

Glen Cove, NY

Produced by the Conservation Methods & Learning Team



The Conservancy's Measures Vision

- Regular evaluation of the effectiveness of our conservation investments guides our work
- Conservation measures inform priority setting and project design at all levels of the organization
 - TNC Measures Business Plan
Approved by the Board of Directors
Dec. 2008

2009 Measures Summit: Participants & Purpose

- 70+ Project Directors
- Senior Managers
- Strategy Team Leads
- Donors
- Senior Scientists
- Philanthropy Staff
- Key Partners



Mark Tercek's Opening Address

☞ Mark's opening address and a list of attendees can be found at:
<http://conserveonline.org/workspaces/strategy.effectiveness/>

Participating Projects

Mid-Atlantic Seascape
Caribbean Challenge
Penobscot River
Connecticut River

Great Lakes
Root River
Energy by Design

Colorado River Basin
Great Bear Rainforest
Oregon Forest Restoration
Pacific Salmon Ecosystems



Central American Pine-Oak Forest
Amazon Native Lands
Patagonia Grasslands
Conserva Colombia
Gulf of California
Atlantic Forest

Yangtze River
Coral Triangle
Gondwana Linkage

Zambezi River Basin
Northern Kenya Rangelands

Objective #1: Share success stories

Six plenary speakers shared their stories of how measures and monitoring have made a difference



Photo Credit: Carl LoBue



Podcasts of plenary speakers available at:
<http://conservationgateway.org/measures>

*Photo Credit:
Bridget Besaw*



Objective #2: Improve project measures and monitoring

3-4 written and 2 ½ hour oral peer-reviews focused on

- **Clarifying**
 - project purpose
 - monitoring questions
- **Connecting**
 - actions
 - intermediate results
 - conservation outcomes
- **Monitoring plans**
 - sampling design
 - potential analyses
 - reporting back to upper-management



Photos top clockwise:
Mohammad Syakir, Barry
Truitt, Connecticut River,
Anita Diederichsen

Objective #3: Learning opportunities for projects in an initial stage



1:1 assistance with measures and monitoring

A new peer network



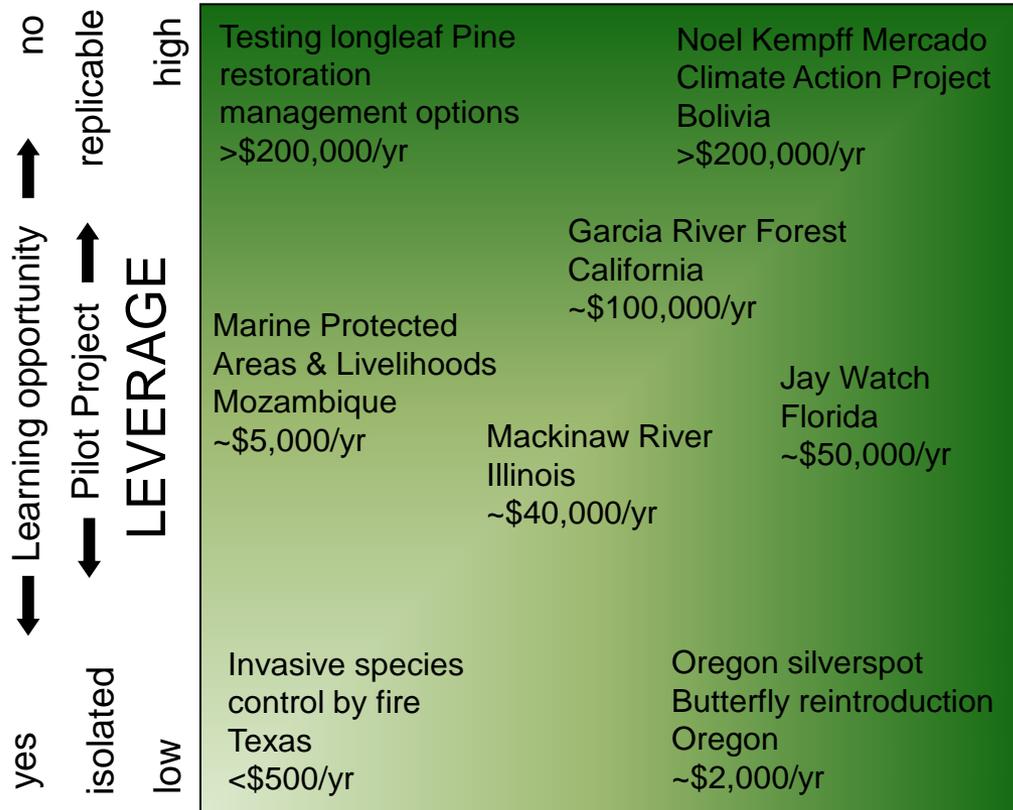
Feedback on their measures program

Advanced training in monitoring design

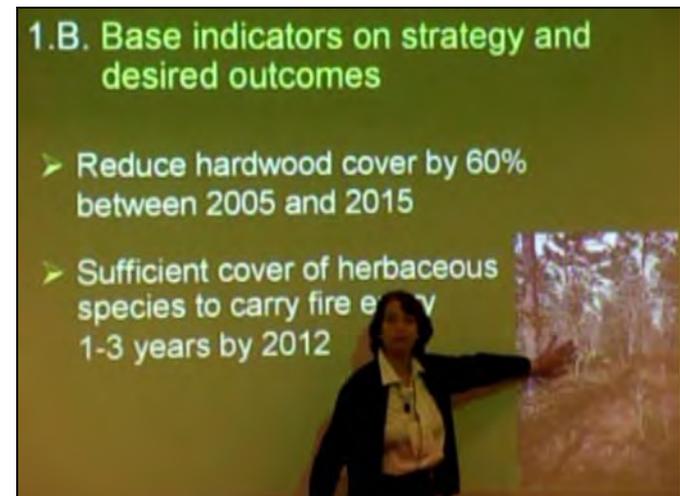


Opportunities to learn from peers

Objective #4: Guidance on investing effort in monitoring



Central and field scientists facilitated an interactive plenary and optional short course on monitoring to assess strategy effectiveness



Doria Gordon
Florida Director of Conservation Science

Objective #5: Identify bridges to measures barriers

Panel of field staff offered a global perspective on measures challenges from peer-review sessions



Panelists Alison Green, Natalia Arango, and Diane Vosick

Knowledge Capture

- “Solutions” cards
- Session scribes
- Dedicated knowledge manager



What did the participants learn?



Start simply ...or... simply start



You're not alone



Peer review strengthens measures



Advanced monitoring support is available

Upcoming Products & Actions

- Success stories podcasts
- Monitoring guidance and resources for the field
- Online monitoring training course
- Conservation Monitoring Fellows exchange program
- Revised Measures Business Plan
- Communication of needs to the Board of Directors

☞ See <http://conservationgateway.org/measures>

For More Information

Conservation Measures website:

<http://conservationgateway.org/measures>

The 2009 Summit Steering Committee:

Craig Groves (chair), Elizabeth Grey, Tim Tear, Maarten Kappelle, Jensen Montambault, Kirsten Evans, Rebecca Esselman, Mauricio Castro Schmidt

Produced by the Conservation Methods & Learning Team (Central Science)