

Advancing Conservation through the Conservancy-NatureServe Partnership

April 20, 2009

Brief History

- 1980s - TNC began creating Natural Heritage Programs across Western Hemisphere
- 2001 - TNC supports formal creation of what is now NatureServe
 - Science and technical staff involved in the creation of methods and tools transfer to support the Heritage Program Network
- 2001-2006
 - TNC: two new president, several reorganizations, increase global scope
 - NatureServe: expanded focus to include more analytical tools and data to support conservation planning
- 2006 – Original “Comprehensive Agreement” expires and NatureServe and TNC sign new 3-year collaboration agreement.
 - NatureServe Collaboration Team formed

Summary of Collaboration Actions

- Lead from each organization selected
- Collaboration Team formed that includes four representatives from each organization
- Team charter developed
- TNC funding provided for team to support collaboration efforts
- Collaboration Team meets to guide and evaluate collaboration efforts

Collaboration Team Goals

- Provide a forum and structure for regular communication across both organizations
- Select & fund joint projects to foster our business relationship
- Expand organizational relationships as a basis for greater future collaboration

Collaboration Team Members

- TNC: Brad Northrup (Co-chair), Terry Cook, Tim Tear, Jerry Touval, Danielle Conboy
- NatureServe/Member Program: Mary Klein (Co-Chair), Shara Howie, Pat Comer, Rob Solomon, DJ Evans (NY)
- Former members: Laura Landon (TNC), Renee Rondeau (CO), Lori Scott (NS)

Sample Collaboration Projects

- Improving Technical Collaboration & EO Data Access
- Integrating Key Ecological Attributes into CAP
- Reducing Infrastructure Impact in Latin America
- Vista-Cap Integration
- IABIN Ecosystems Thematic Network
- Workshops for Improving Data Management in China
- Ecological Systems Mapping in Africa

Collaboration Assessment

- Preparing for next phase of NS/TNC collaboration
- Will Murray commissioned for evaluation of last 3 years
- Interviews with 18 TNC/NS staff
- On-line survey receives 45 staff responses

What did we accomplish?

1. Provided a forum and structure for regular communication
2. Selected and funded joint projects to foster the relationship
3. Advanced the relationship between the organizations for greater future collaboration

Findings – Provide forum

- Provided a forum and structure for regular communication
- Approved charter, regular members & meetings

➤ *I think It's getting better, not 'whoopee yahoo', but better since the collaboration team. More of TNC folks thinking about us when they think about projects*

Findings – Joint Projects

- Selected and funded 11 projects
- Reviewed progress and troubleshoot projects

- *The idea was to get a pot of money, do projects and see what happened, an experiment*
- *Project review process has been good, selection process has been good, project design has been good.*
- *Whenever money is involved, there's always issues around 'would we have done this anyway'*

Findings – Advance Relationship

- Collaboration has been useful and productive
- However only 30% feel the quality of the collaboration has increased

- *The relationship is easy, open, at least I feel it is. We have a good team*
- *True openness and honesty to discussions that I appreciate ... really important as an underlying condition*
- *In some cases that relationship is still strong and vibrant but in other places there is little contact or recognition of the close history in the past.*

Where do we go from here?

1. Clearly define the business reasons of the relationship and design the appropriate structure
2. Reconsider the composition, authority and emphasis of the Collaboration Team
3. Promote a clear vision more extensively and effectively throughout both organizations and engage top TNC leaders
4. Work together to secure resources for joint projects

Strong Business Case Necessary

- Participants said this about organizational “niches”:
 - NatureServe: data
 - Conservancy: planning and on the ground implementation
- The details on how to carry out these roles in a collaborative, additive way are not clear

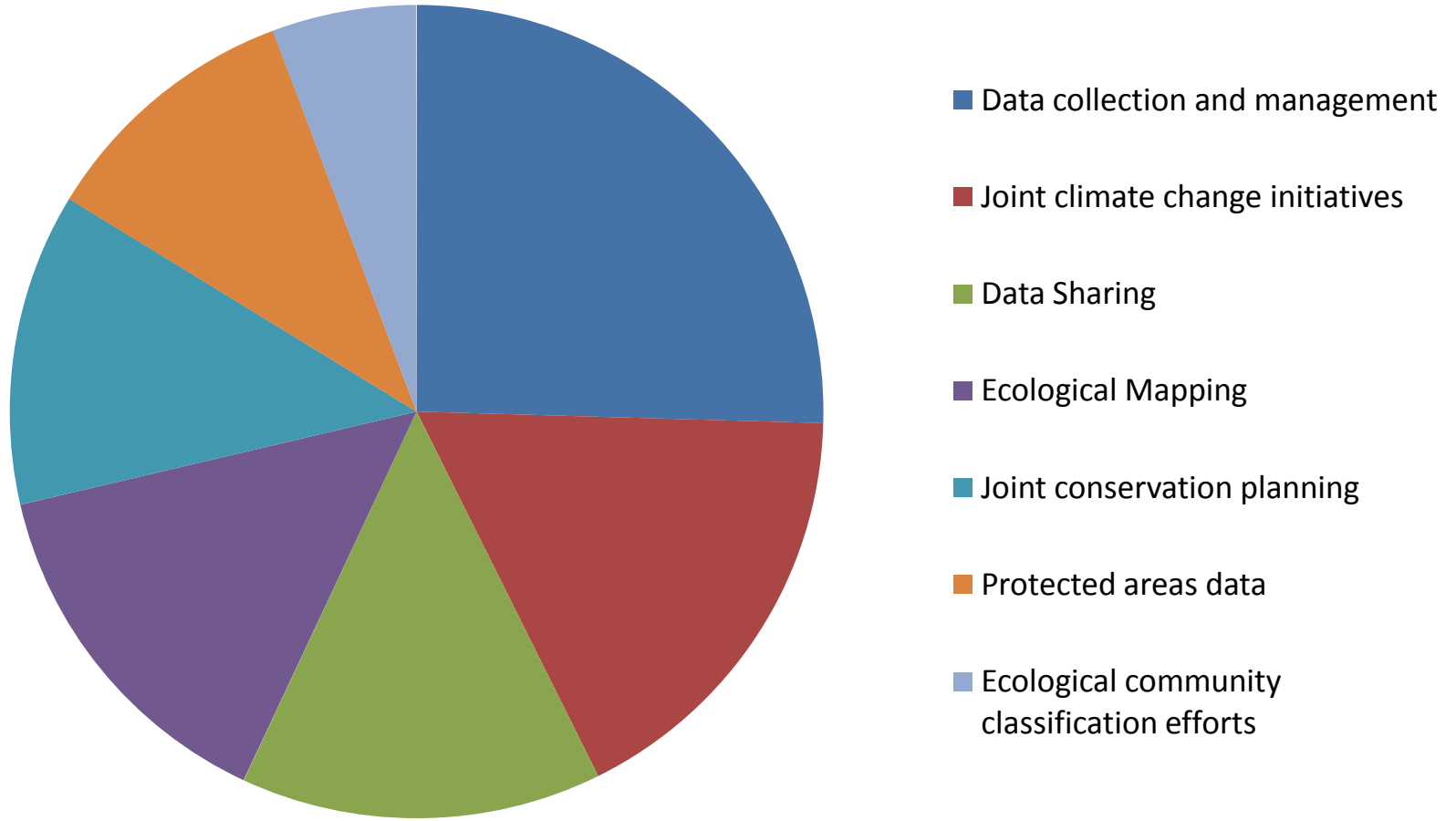
➤ *If it's not driven by a shared vision, selecting the partner for a project just becomes a market decision about low cost instead of working with your partners to help each other develop capacity we each will need.*

Strong Business Case Necessary

- There is difficulty in identifying where TNC's science and conservation strategy is heading
- The harkening to nostalgia and common origin will no longer carry the day
- Need to develop a vivid, crisp, and compelling vision of shared success and build work plan from there

➤ *A lot us with TNC for a long time went through the split up and recognize our shared DNA, and we want to continue. We are not sure of where the benefits are. Is it nostalgia or are there synergies?*

Areas to Focus Collaboration



Advance Data Development & Management

- TNC scientists and planners would benefit from more rapid advancement of ecological system mapping, analysis and planning involving new data and classifications
- While our technical tools have improved more investment in advancing NatureServe science and partnering with TNC to use new information are needed
- TNC helps NatureServe vet systems and tools, ideas and concepts for data and apply them to see if they are really useful

Climate Change

- Any climate change work should be collaborative, because NatureServe has a very good idea of how to use existing biological data, and using them in models about how vegetation will be affected.
- TNC's ability to paint the big picture to impact on the ground strategies, TNC could really take advantage of NatureServe's ability to provide data.'

Opportunities

- Climate Change
- Emergence of a new TNC North American Region
- Opening of new geographies - Africa and Asia
- Ecosystem services strategies
- Strategy effectiveness measures

Composition, Authority & Emphasis

- Conduct more extensive and effective promotion through both organizations and engage top TNC leaders
- Focus on joint fundraising and communications
- Should step back and ask if projects are contributing to a strategy and advancing our relationship

Input on Future Direction

- Do you agree with the results of the evaluation?
- Is there anything missing that we should consider in terms of focus of collaboration or methods to support it?
- Ideas on the business case?
- Other?