

CONSERVATION COLLECTIVE



TWO YEAR REVIEW 2020 & 2021

...CONSERVATION...
COLLECTIVE...

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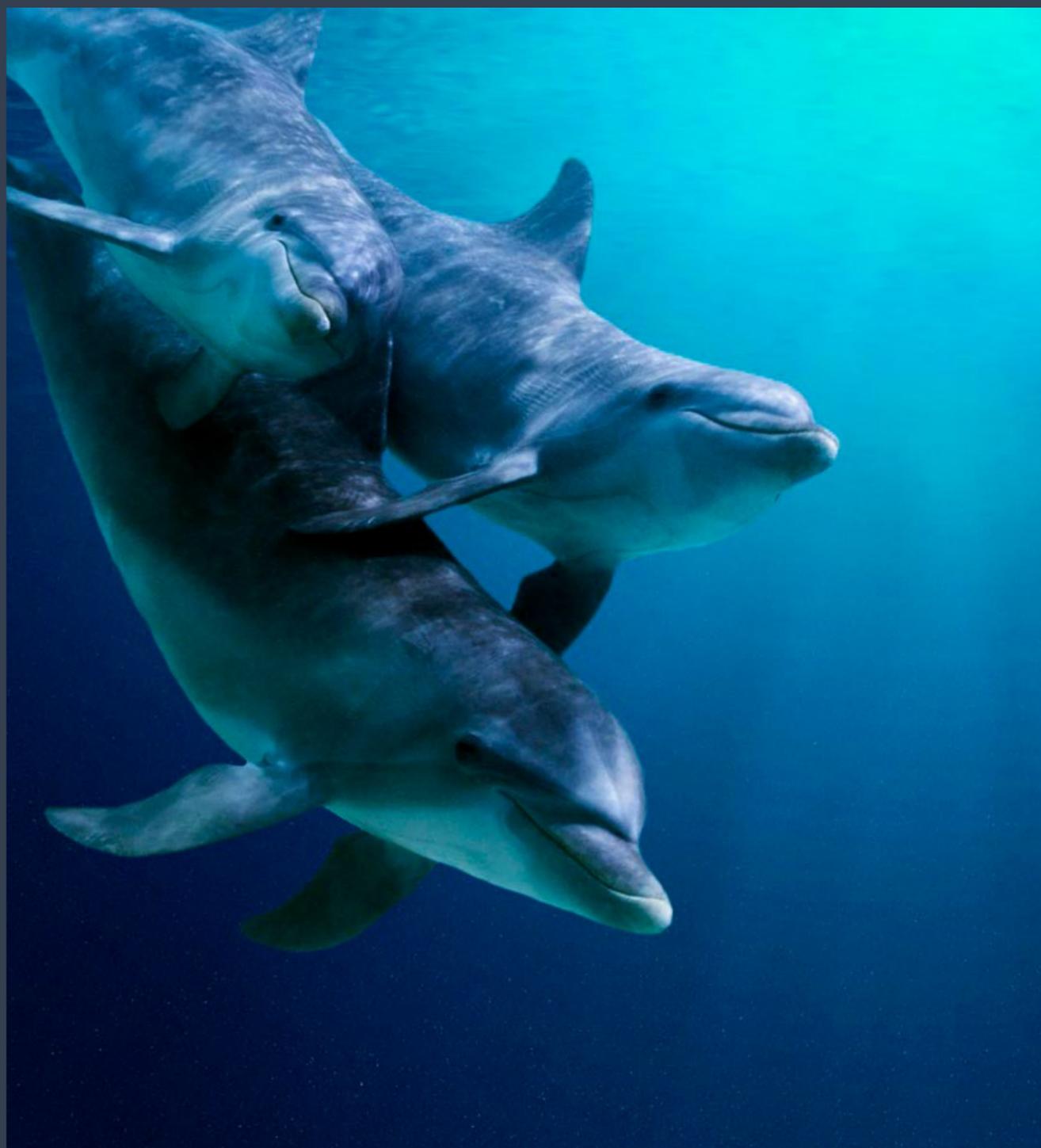
01

OUR PURPOSE

Environmental philanthropy faces two key challenges: persuading people to direct money to the biggest issue of our time and getting that money to the most effective environmental initiatives. The Conservation Collective has a proven and winning formula for both.



OUR PURPOSE



We build clubs of donors linked to places they care passionately about, to open new channels of funding for nature restoration. We believe that people are instinctively “place-based”, and that when it comes to conservation and philanthropy, we are all more likely to want to protect the places we love.

We set up, incubate, and support local environmental foundations. All over the world, people are working tirelessly to protect the places they love from the impacts of climate change and the biodiversity crisis.

Our member foundations unlock new funding for the best and most effective grassroots projects dedicated to preserving, protecting, and regenerating biodiverse ecosystems on land and below water, and to slowing down and adapting to climate change.

Our growing network of foundations has already raised millions of pounds for impactful initiatives, and we’re only just getting started...

02

INTRODUCTION

Encouraging more, & more effective
environmental philanthropy.



2020 & 2021 TWO YEAR REVIEW



Founder & Chair – Ben Goldsmith

Well-directed philanthropic funding has a massive role to play in tackling the greatest challenge of our time – the ongoing breakdown of the Earth's system on which we depend for everything. Worryingly, only a tiny proportion of total philanthropy is directed towards the environment. Our Conservation Collective encourages philanthropists to give money to the most effective grassroots initiatives, in the places that they love. Our fast-growing network of locally focused foundations has supported an extraordinarily exciting line-up of nature restoration initiatives across the world. Some of these are outlined in this brilliant report.



Executive Director – Jade Brudenell

We launched the Conservation Collective as a UK registered charity in March 2020 (at the outset of the pandemic) to formally establish a network that launches new foundations and provides benefits to strengthen and support existing member foundations. Since then, we have doubled the number of local foundations in our network, which now stands at 16.

We were thrilled to welcome a wide range of new donors to join our growing movement of environmental philanthropy. These supporters recognise our ability to attract new channels of funding for our local foundations and, in turn, grassroots environmental work. With their support, approximately 10x the amount that it costs to fund the central team was leveraged for local environmental initiatives across the network in the past two years.

Last year we begun building our core team which provides operational (back office), strategic (shared learnings, joint programs, templates

and references library), communications (materials, digital campaigns, events) and financial support (seed money, management, fundraising) to network members. Thanks to our experienced trustees and advisors, we built a solid governance structure to monitor risk and set performance indicators. We also created a Global Advisory Panel (GAP), a group of experts matched to the thematic areas of interest of the Conservation Collective local foundations, to boost existing local capacity.

We have been strengthening how we work together as a Collective to address the biodiversity and climate emergency we face. We leveraged new funding via strategic partnerships for our local foundations and their projects, and worked to celebrate local impact stories on a global platform.

We're so excited to see what the future holds – the Conservation Collective is perfectly placed to raise urgent funding and to provide hands-on support for the best local environmental solutions.

03

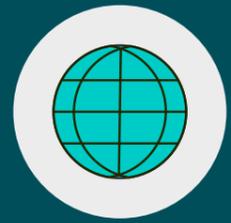
OUR THEORY OF CHANGE

The activities of our network are divided into different layers and approaches, working in harmony to create long term, systemic change.



CONSERVATION COLLECTIVE ACTIVITIES

[Download](#)



Launching new foundations



Fundraising



Knowledge sharing



Quality assurance & risk management



Speaking with a collective voice



Working through communities



Encouraging more, and more effective, environmental philanthropy



Supporting grassroots environmental work



Raising awareness of the natural world and its value



Improving the effectiveness of projects that protect, preserve & regenerate environments



Promoting and supporting collaboration



Encouraging businesses and consumers to act more sustainably



Influencing governments and other institutions

FOUNDATION ACTIVITIES

SOCIAL, CULTURAL & ECONOMIC OUTCOMES



People have a greater appreciation of the natural world



Governments, public institutions and media act in ways that support the natural world



Businesses become nature positive



Changes in public behaviour to better preserve, protect and regenerate the natural world



Reduced waste and improved waste management



Increased use of low carbon technology and energy

ENVIRONMENTAL IMPACTS

Preserve, protect and regenerate natural habitats

Helping native species to thrive

Slow down and adapt to climate change

Reduce pollution and greenhouse gas emissions



04

**OUR
JOURNEY**



TIMELINE

The Conservation Collective model was born in 2008 when lifelong nature lover, Ben Goldsmith, and a group of friends launched IbizaPreservation (IP). This group shared a common love for the island, as well as a deep concern about the unsustainable growth patterns it was experiencing.

They created a club of donors, each agreeing to make an annual donation to channel funding to dedicated local groups working – often on a shoestring budget - to protect what nature was left, and to restore what had been lost. Last year, IP brought in over €400,000 for local conservation initiatives! Below is a timeline showing the growth of our global network since then:

2008



2015



2017



2019



2020



2021



2022





Being part of the Conservation Collective allows us to benefit from a network of knowledge, experience and governance. We can make use of this best practice to ensure funds are used in the most efficient and ultimately beneficial ways.”

Satish Selvanathan
Chair, Lanka Environment Fund

05

THE CONSERVATION COLLECTIVE

The Conservation Collective local foundations work to protect, restore and sustain nature. They raise funding from people and businesses to support local initiatives, raise awareness of climate and biodiversity issues, promote collective action and encourage communities to act more sustainably.



THE MODEL

The power of the Conservation Collective is in our ability to replicate our model in new locations, to raise funding effectively and efficiently, and share knowledge and expertise across the network. As a global network we pride ourselves on removing barriers, empowering communities and getting things done.

THE CONSERVATION COLLECTIVE LOCAL FOUNDATIONS ARE EITHER:

Branches: 'In-house' subsidiaries of the Conservation Collective UK charity, governed by a branch constitution. Decision making is delegated to local Steering Committees. Branches are expected to spin out into independent entities within three years.

Affiliates: Independent, locally registered charities. An affiliate agreement defines the relationship between the local entity and the Conservation Collective.

Associates: Place-based funding organisations which are part of our extended family. They join and contribute towards shared learning opportunities.

01

Fundraising

Identify at least 10 founding donors (a mixture of locals, internationals, homeowners, and business owners) each willing to support c.10,000 local currency, for a minimum of three years. Target 20% growth per year.



Members of the Devon steering committee and advisory board get together!

02

Strategy Development

Commission an expert local consultant to develop a scoping report to inform the future strategy. The report outlines key environmental challenges and opportunities for change and maps grassroots civil society players (see page 39 for excerpts). A local advisory board comprising scientific and technical experts advises the steering committee.



The Lamu Environment Advisory Board is made up of representatives from Kenya Wildlife Service, Kenya Forest Service, Kenya Fisheries, Kenya Forestry Research Institute, youth representatives from across the county thanks to Lamu Youth Assembly and a representative from the environmental office of Lamu County Government.

03

Local Leadership

Hire a full time local executive director to run the organisation. They are responsible for overseeing the implementation of the grants programme and coordinating fund raising, with input from the founders' networks.

Meet Sofia Matsi from Cyprus

For the past eight years Sofia's varied work in Cyprus includes heirloom seed collecting and saving, regenerative farming, natural building and resilient water management. Her vision is that Cyprus Environment Foundation will provide rocket fuel to lead the way in the protection and restoration of the natural ecosystems of Cyprus.



04

Governance

A steering committee comprising a subset of the founding donors (5-10) meets quarterly to review and approve grant applications proposed by the executive director, and to brainstorm fundraising ideas. A Chair coordinates this group, this role and can rotate regularly.

Meet Chair of Ibiza Preservation, Philip Muelder

Philip has long standing roots in Ibiza ever since his grandmother bought a plot of land on the island in the late '60s. He spent many summers at his family's vacation home in Cala Mastella, in the North East of Ibiza, and remained a frequent visitor to the island ever since. Philip lives in London with his wife Rebecca and their children and is a partner at Permira, a global private equity firm



THE FOUNDATIONS



Caribbean



Executive Director: Louise Mitchell

Chair: Katie Channon

Highlight: St Vincent and the Grenadines is home to four species of marine turtles, including the critically endangered hawksbill, endangered green turtle, the vulnerable leatherback and loggerhead species. Female sea turtles lay their eggs on the beach, which leaves them, their eggs and hatchlings exposed to human threats. In St Vincent and the Grenadines and the Caribbean at large, there is a history of humans hunting sea turtles and their eggs while they are at their most vulnerable as they nest on the shore. One of the biggest success stories of the St Vincent and the Grenadines Environment Fund (SVGEF) is its work to protect sea turtles and their eggs. The Fund worked together with the national government to give the support necessary to enable a total ban on the killing of all sea turtles, which came into effect in 2017. SVGEF is now supporting community-based turtle monitoring programmes to ensure the efficacy of the ban.



Executive Director: Che Greenidge

Chair: Neysha Soodeen

Highlight: Coral reefs act as a natural barrier against dramatic climate events and erosion as well as hotspots for marine biodiversity. Coral reefs in Barbados have been in constant decline since the 20th century due to bleaching events caused by ocean acidification and water temperature rises, derived from human activities and global warming. The Barbados Environmental and Conservation Trust (BECT) has embarked on a pilot coral restoration project that uses Biorock technology – steel structures that enable and accelerate limestone deposits which greatly increase the settlement, growth, survival, and resistance to stresses, including high temperature and pollution, of coral reefs. This is the first project of its kind in Barbados.

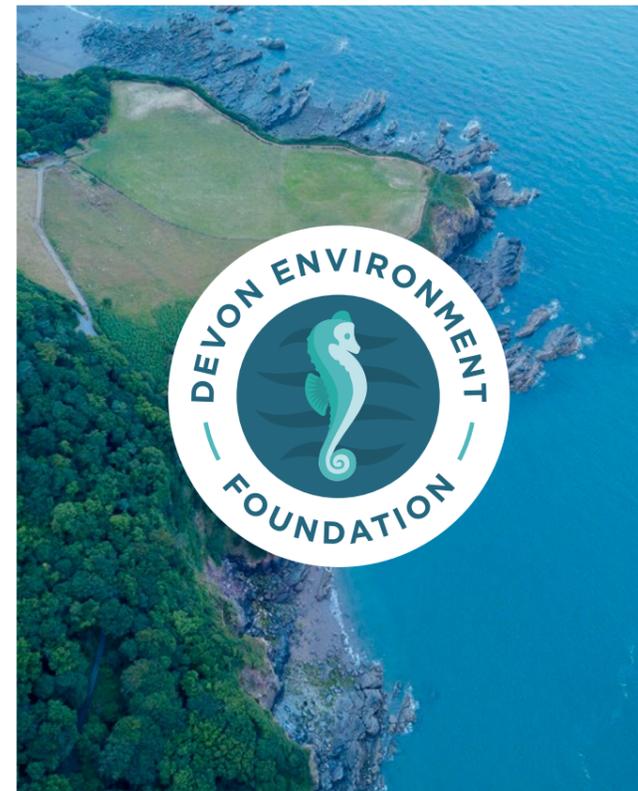
United Kingdom



Executive Director: Sally McNaught

Chair: Hugh Raven

Highlight: In 2019, four Argyll-based community groups, working collaboratively, successfully achieved the designation of the first Mission Blue Hope Spot in Scotland, and the mainland UK. Hope Spots are designated ecologically unique ocean areas overseen by Mission Blue, founded by Sylvia Earle - the Argyll Coast and Islands Hope Spot is one of the few remaining global strongholds for the critically endangered flapper skate and is the only place in the world where they are protected by an MPA (Marine Protected Area). Thanks to support from Highlands and Islands Environment Foundation (HIEF), the team of local volunteers have been able to hire a part time project coordinator.



Executive Director: Amanda Keetley

Chair: Simon Nicholls

Highlight: Seaweed farms have the potential to sequester carbon, increase biodiversity, clean ocean water, and provide an abundant sustainable natural material that can be used for human or animal food, medicines, packaging, and as an innovative material for clothing, accessories, etc. Devon Environment Foundation (DEF) has helped to prove the environmental, economic, and community benefits of off-shore kelp farming by supporting local partner Biome Algae through their critical start-up phase, and in 2022 will continue its support, which will focus on scaling up the farm across multiple sites, trialling different species, measuring carbon sequestration, and automating processes.

Mediterranean



Executive Director: Inma Saranova

Chair: Philip Muelder

Highlight: *Posidonia oceanica* is a seagrass species considered to be ‘the lungs of the Mediterranean,’ as it is known to store 15 times more CO₂ per hectare than the Amazon rainforest. *Posidonia* meadows around Ibiza and Formentera are recognised by UNESCO as World Heritage but are at risk from harmful human activities such as boat anchoring and pollution. Since its inception, IbizaPreservation (IP) has worked closely with local partners for the protection of this seagrass species not only in Ibiza and Formentera but across the whole of the Balearics, joining together to lobby for increased legal measures and raising awareness among the general public.



Executive Director: Ana Riera

Chair: Hans Lenz

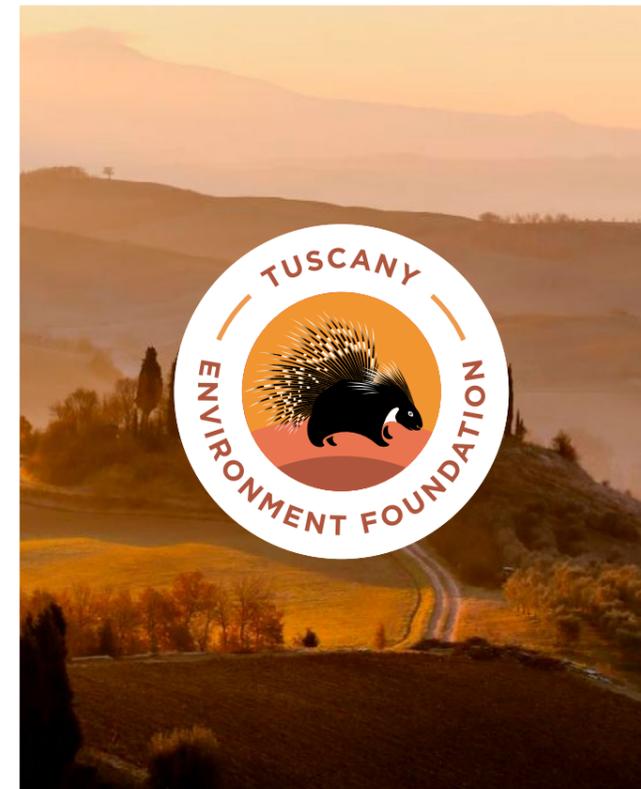
Highlight: The Nursehound catshark was once a common species found off the coast of the Balearic Islands. However, unsustainable fishing practices and bycatch have driven the population to a dramatic decline. Despite their bad reputation, sharks are essential for the health of the marine environment. Mallorca Preservation Foundation (MAPF) is working with Palma Aquarium to restore the population of Nursehound sharks in Mallorca by supporting a breeding program that helps pups mature in captivity until they can survive in the wild.



Executive Director: Rebecca Morris

Chair: Emmanuel Lagarrigue

Highlight: In 1993 Menorca was declared a UNESCO Biosphere Reserve in recognition of the diversity of its Mediterranean landscape and the animal and plant species found exclusively on the island, some of which are in danger of extinction. However, extensive dairy farming with unsustainable usage of water reserves, pesticides and soil management are threatening the island’s ecosystems and, consequently, long-term agricultural productivity. Through the development of a two-year continuous training programme in sustainable farming, Menorca Preservation (MeP) is aiming to provide local farmers with the necessary knowledge to implement more sustainable practices on their farms as well as increasing the diversification of available local produce, thus ensuring the environmental, social and economic viability of their business for the future.



Executive Director: Ed Cutler

Chair: Josephine De Chazournes

Highlight: The increase of tourism in the Tuscany region over the past decades has exacerbated human pressures on the area, especially regarding waste and consumption. Impact is particularly noticeable in the marine environment, where abandonment of discarded fishing gear and anthropogenic waste poses a direct risk of ingestion and entanglement to marine life. Tuscany Environment Foundation (TEF) supports work to recover ghost fish nets from the seabed and column and raises awareness among the general public of the importance of the protection of the marine environment.

Mediterranean



Executive Director: Pavlos Zafiropoulos

Chair: Phokion Potiamanos

Highlight: The Argolic Gulf features a rich array of ecosystems with a high level of biodiversity. However, as with most other areas of the Greek coastline, its marine ecosystems are subject to several significant environmental pressures, with wild populations of fish continuing to be overexploited. One of the main issues hindering marine conservation measures is lack of baseline data. The Argolic Environment Foundation (AEF) supports efforts to collect first-hand oral accounts of veteran fishers in the region and record the changes observed by them in the gulf's marine ecosystems.



Executive Director: Anni Mitropoulou

Chair: Anastasios Leventis

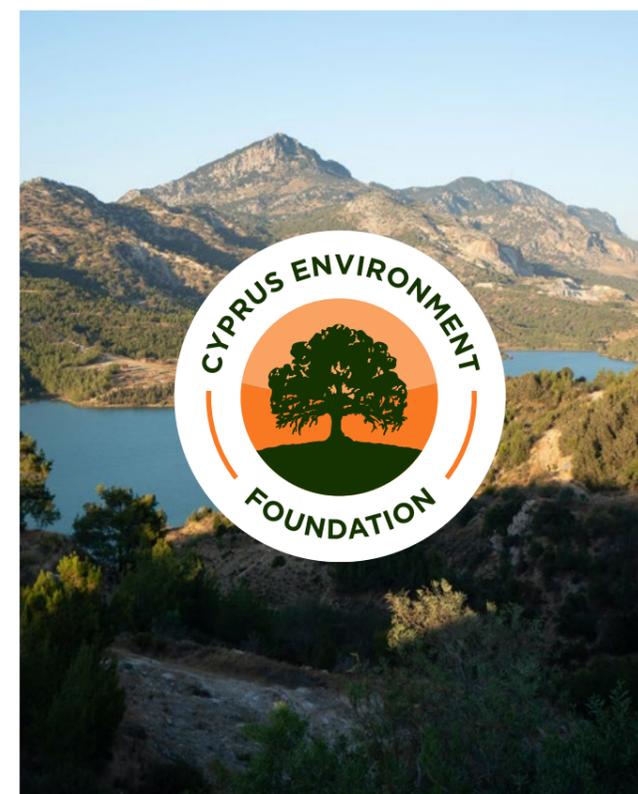
Highlight: The Cyclades Archipelago hosts a wide range of cetaceans, from bottlenose dolphins to sperm whales and, to a lesser extent, baleen whales like humpback whales. Population dynamics and distribution of these animals is still widely unknown and undocumented in the region, thus hindering potential place-based conservation measures. The Cyclades Preservation Fund (CPF), alongside MOM/ Hellenic Society for the Study and Protection of the Monk Seal and local partners, enabled the first-ever systematic documentation of cetaceans' sightings in the Cyclades through a citizen science approach and aerial surveys to provide baseline data on their presence and distribution. This process and its results enable the identification of hotspots of occurrence and are taken into consideration in management planning and conservation.



Executive Director: Victoria Turner

Chair: Babbis Voulgaris

Highlight: The Ionian Sea is a hotspot for the extremely rare and endangered Mediterranean monk seal as it contains some key reproductive sites that, if effectively managed and protected, could contribute to the species re-colonisation of the entire Adriatic-Ionian region. Along with local partner Archipelagos, the Ionian Environment Foundation (IEF) has enabled a series of data-collection surveys of population numbers, habitat status and individual observations that provide critical information for enforcing and creating conservation corridors for the protection of the Mediterranean monk seal.



Executive Director: Sofia Matsi

Chair: Peter Droussiotis

Highlight: Cyprus features a diversity of landscapes and habitat types. However, it is also one of the 13 Member States that have declared to be affected by desertification under the United Nations Convention to Combat Desertification. Estimates suggest that by 2050, about 70% of agricultural land will be very sensitive to desertification and there will be a lack of water for irrigation. During its first year of existence, Cyprus Environment Foundation (CEF) is fighting desertification and waste management issues by supporting the composting of agricultural and house green waste for the enrichment of the island's agricultural soil and promoting more sustainable management of waste.

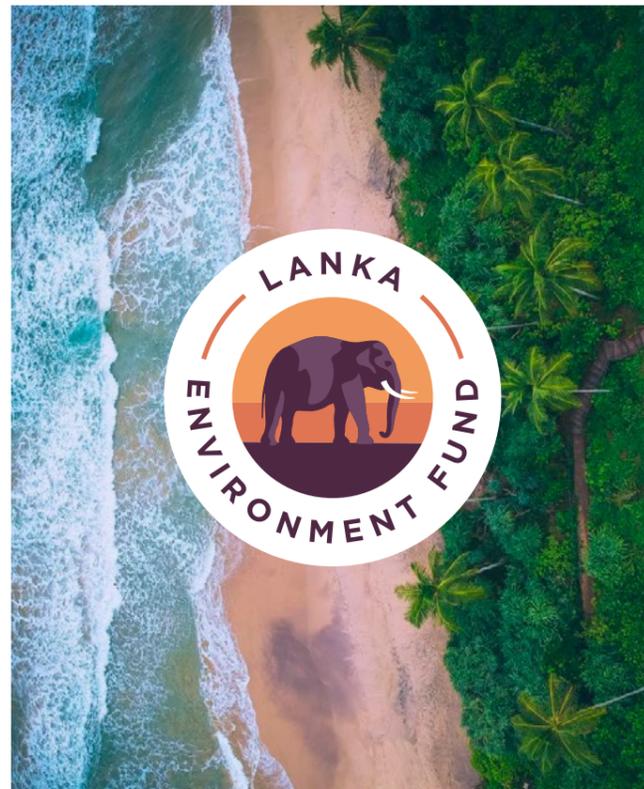
Indian Ocean



Executive Director: Hannah Evans

Chair: Fiona Napier

Highlight: The Lamu archipelago accounts for more than half of Kenya’s mangrove forests. But across the country an estimated 40% of them have been degraded. Recently, more mangroves have been cut to provide construction materials, charcoal for cooking, and degraded due to climate changes and plastic pollution that suffocates young saplings. Lamu Environment Foundation (LaEF) identified the need to protect and restore Lamu’s mangroves while providing mangrove-dependent communities with alternative livelihoods. To do this, it supports a sustainable and locally governed collective of beekeeping businesses that restores degraded mangrove forests through replanting and through the increase of bee pollination.



Executive Director: Vinod Malwatte

Chair: Satish Sevanathan

Highlight: Home to 722 species of fauna, of which some are found nowhere else on Earth; Sri Lanka is one of 36 global biodiversity hotspots. Unfortunately, with economic pressures increasing many of these species are targeted for the illegal bush-meat trade and as a supplemental source of protein for rural communities. To ensure the continued protection of species such as Sri Lanka’s apex predator - the leopard, the world’s smallest wildcat – the rusty spotted cat and the elusive fishing cat, the Lanka Environment Fund (LEF) supported an ambitious trilingual awareness campaign. The cornerstone of the campaign is achieving behavior change amongst consumers of bush-meat whilst also highlighting the sinister nature of the methods used to capture wildlife.

Associates



Executive Director: Harriet Williams

Highlight: As Sumatra’s largest remaining region of near-continuous tree cover, the Leuser Ecosystem has avoided much of the large-scale commercial development elsewhere in Indonesia. However, high demand for commodities like palm oil threatens lowland rainforest, carbon-rich peatlands and wildlife habitat. Leuser Ecosystem Action Fund (LEAF) supports civil society groups to work with communities, companies and governments, on practical conservation solutions and sustainable livelihoods.



Executive Director: Talha Khan

Highlight: Pakistan is among the top 5 countries that will be most impacted by climate change. To tackle this existential crisis, Pakistan Environment Trust (PET) was established by Ben Goldsmith, leaders in Pakistan financial services sector and former management consultants to tackle the most complex climate challenges facing the country. PET has set the ambition to reduce 10 million tons of CO2 to in the next three years through its three flagship programmes: Net Zero Pakistan, Carbon Pathways and Re-Wild Pakistan.



We could never have done any of this without your calm considered guiding. I can't thank you and your team enough."



Charlie Burrell,
Founding Donor, Argolic Environment Foundation

PIPELINE OF NEW FOUNDATIONS



The Mediterranean region is warming 20% faster than the world as a whole, raising concerns about the impacts that climate change and other environmental upheaval will have on ecosystems, agriculture and the region's 542 million people (Mongabay, John Cannon). Our work in this region has never been more pressing, and we're hoping to launch four new locations in Europe in the coming years.

Dalmatian Islands Environment Foundation

The Dalmatian Islands are part of the Croatian archipelago and consist of 40 inhabited islands. The Dalmatia region has a high degree of coastal biodiversity and uniqueness, as common terrestrial habitats include various types of beaches and sand dunes, salt marshes and various types of forests; home to 165 endemic flora species and at least 70 threatened animal species that are listed under the Bern Convention. Moreover, Coralligenous assemblages and Posidonia oceanica seagrass meadows are commonly found across the region's seabed. Even though in comparison to other Mediterranean regions the Dalmatian Coast has reasonably preserved biological and landscape diversity, the rapid development of the region since independence in 1991 has led to serious habitat degradation, and both marine and terrestrial biodiversity loss.

Turquoise Coast Environment Fund, Turkey

Turkey's wide variety of habitats and species makes the country one of the most biodiverse in the region: It hosts two major bird migration corridors, a series of endangered wildlife species and endemic plants. However, Turkey's natural environment and coastal and marine resources face increasing pressures from growth in energy use, industry, transport, tourism, and agriculture, all of which have resulted in habitat and species' loss, water stress, soil erosion, and pollution. Turquoise Coast Environment Fund (TCEF) will focus on three main thematic areas: Sustainable food systems, biodiversity protection and ecosystem services, and legal and institutional empowerment of NGOs. (Launching 2022.)

Sicily Environment Foundation

Sicily and its 19 small islands offer a great variety of terrestrial and marine habitats, making the region a biodiversity hotspot. It is one of the major reservoirs of coastal and marine biodiversity in the Mediterranean, home to iconic and often endangered species such as loggerhead turtle, sperm whale, blue fin tuna, sharks, rays, corals and posidonia. Important bird migration routes pass through the mainland and small islands, offering key resting places and home for large colonies. The traditional rural landscape, dominated by agriculture, hosts species of environmental, economic and cultural importance and is threatened by land abandonment and modern agriculture. Sicily's cultural complexity, diverse landscapes and high biodiversity call for greater conservation effort as the basis for the sustainable development of this region.

Malta Environment Foundation

Nestled between Europe and Africa and surrounded by the Mediterranean Sea, the Maltese Archipelago is home to an array of endemic species. Its vast biodiversity tells a story of Malta's past, and while the current state of the environment comes with its challenges, the resilience shown by both nature and the people safeguarding it are a testament to Malta's strong will. Amidst a changing climate, overdevelopment, habitat loss, and more, the Malta Environment Foundation will act as a foundational pillar to support the initiatives which envision a healthy Maltese environment.

06

OUR WORK

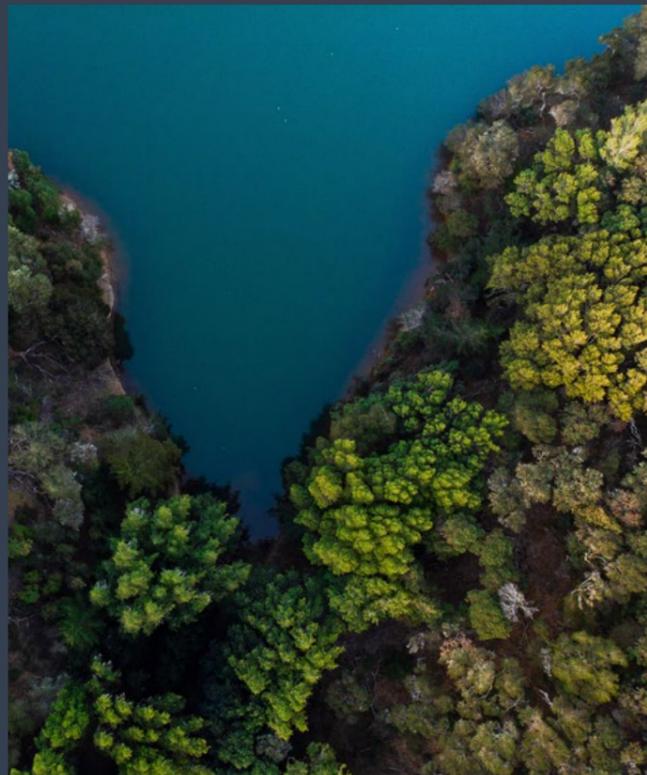
The Conservation Collective brings people together to find local solutions to global challenges. Our foundations are funding and delivering work focussed on bringing about the following environmental impacts across land, marine and freshwater ecosystems.



OUR WORK: ENVIRONMENTAL IMPACTS

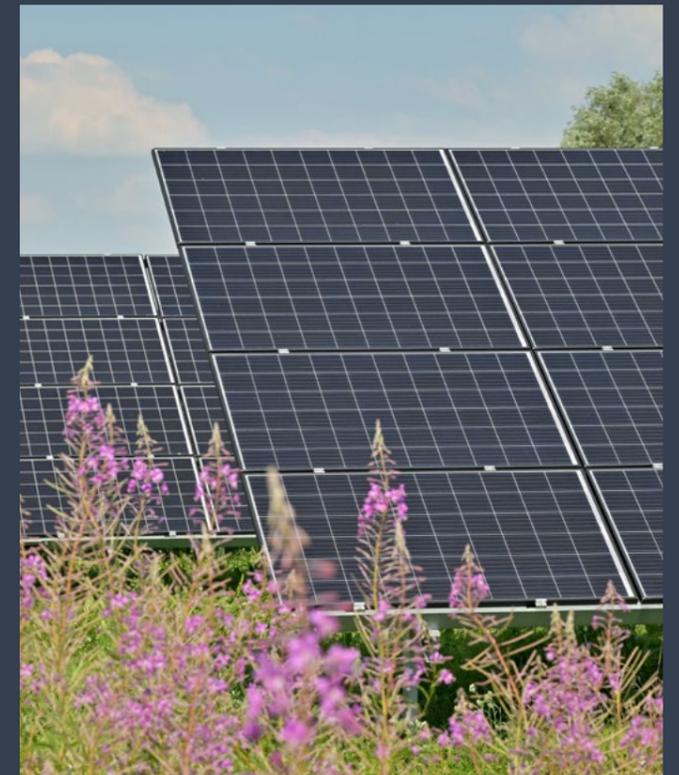
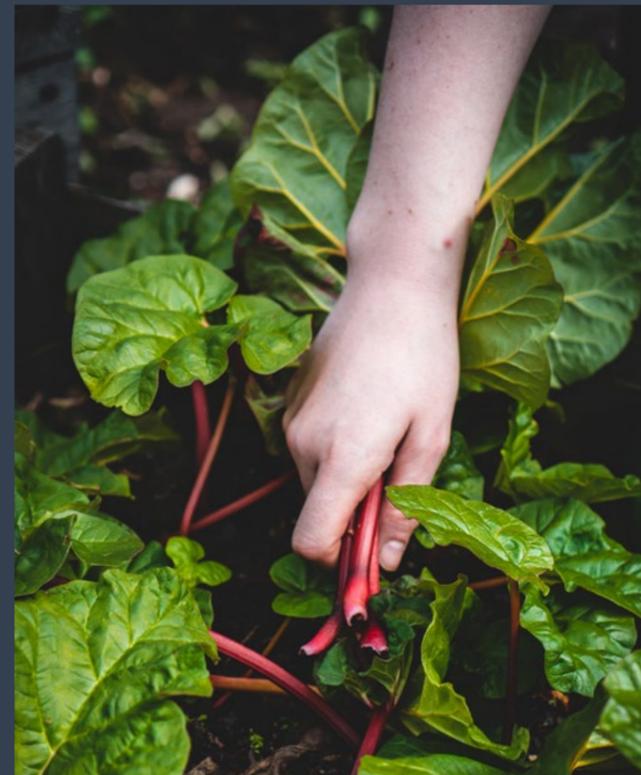
1 Preserving, protecting, and regenerating natural habitats

2 Helping native species to thrive



3 Slowing down and adapting to climate change

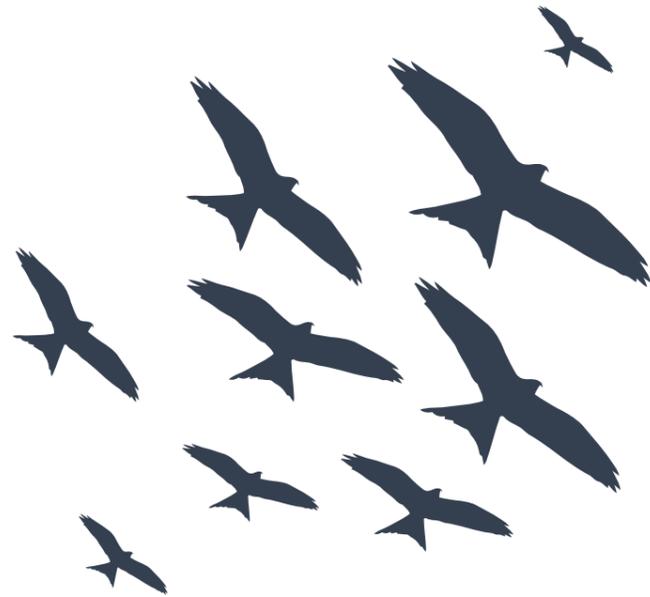
4 Reducing pollution and greenhouse gas emissions



1. PRESERVING, PROTECTING, & REGENERATING NATURAL HABITATS

Intense human activities across the world are pushing natural habitats and ecosystems to a point of no return in biodiversity decline and loss. Intensive and unsustainable land usage, deforestation, overfishing, as well as soil, freshwater and marine pollution are triggering unprecedented changes in our planet and intensifying species extinction events.

15%



While protected areas now cover 15% of terrestrial and freshwater environments and 7% of the marine realm, they only partly cover important sites for biodiversity and are not yet fully ecologically viable and effectively or equitably managed.

Increased habitat fragmentation is encroaching migratory and/or threatened species to even smaller areas, making it almost impossible for viable populations to thrive.

66%

It is estimated that more than three quarters of the land-based environment and about 66% of the marine environment have been significantly altered by human actions. More than a third of the world's land surface and nearly 75% of freshwater resources are now devoted to crop or livestock production.

PROJECT EXAMPLES



Project: Paros Park

CPF has been supporting the implementation and upscaling of conservation activities at the 'Paros Park' (Environmental and Cultural Park of Paros), such as revegetation, erosion mitigation, water retention and land regeneration practices, led by the local community. A land area degraded for decades, is slowly but steadily – following the rhythm of nature – leading the way to halting environmental degradation in the region's fragile ecosystem. Moreover, Paros Park is becoming a nature sanctuary of touristic interest, and one which raises awareness among visitors about the habitat-loss problems the Cycladic islands face, and relatively low-cost but effective solutions that can facilitate erosion prevention and regeneration of degraded land.

We urgently need to preserve and connect the few pristine habitats left on Earth, protecting those at risk of further exploitation, and restoring and regenerating the ecosystems already depleted to avoid the irreversible collapse of their diversity; all while sustaining the needs of an increasing global population.



Project: Alliance for Saving Scotland's Rainforests

Scotland's rainforest is an exceptional and unique habitat hosting some of the world's rarest mosses and lichens and consisting of largely isolated pockets of native woodlands found on Scotland's west coast. This habitat is particularly vulnerable to invasive species, pollution and climate change. The ASR, of which the HIEF is a proud supporter, works to preserve, expand and connect fragmented areas of the forest whilst raising awareness about this largely low-profile ecosystem. An effectively managed, bigger and better-connected rainforest should also be more resilient to threat and change, and therefore, better able to survive and thrive in the long term, thus enhancing long-term economic growth opportunities such as ecotourism.

2. HELPING NATIVE SPECIES TO THRIVE

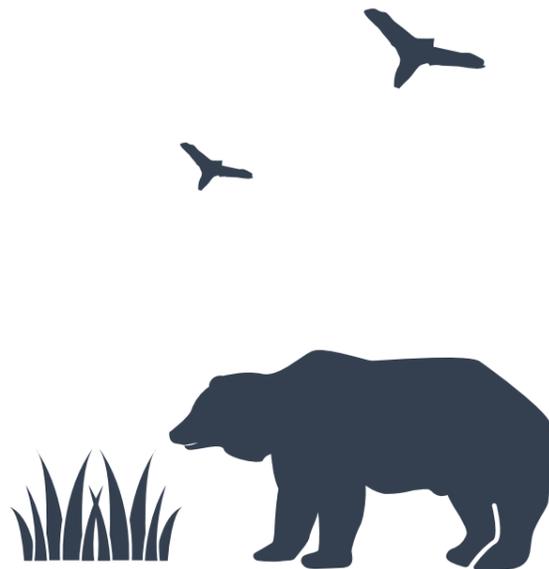
Rich biodiversity is crucial for our existence on Earth as it regulates most of the natural processes upon which we depend. Nonetheless, wildlife is increasingly under pressure, with many flora and fauna species struggling to survive in areas with intensive human activities.

Current rates of extinction are 10 - 1000 times higher than what would be expected as "background extinction" suggesting that we are in the midst of the sixth mass extinction event in the Earth's history.

10-1K

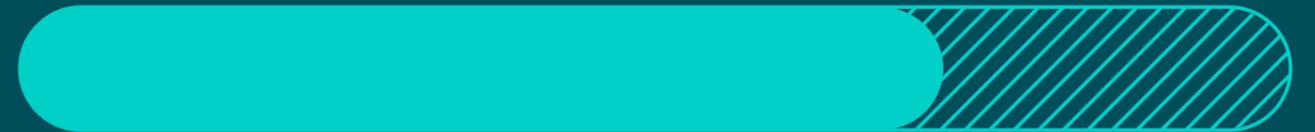
Despite international law efforts, illegal wildlife trade and poaching continue to threaten conservation efforts around the world, with nearly 7,000 species of animals and plants reported in illegal trade involving 120 countries.

7,000



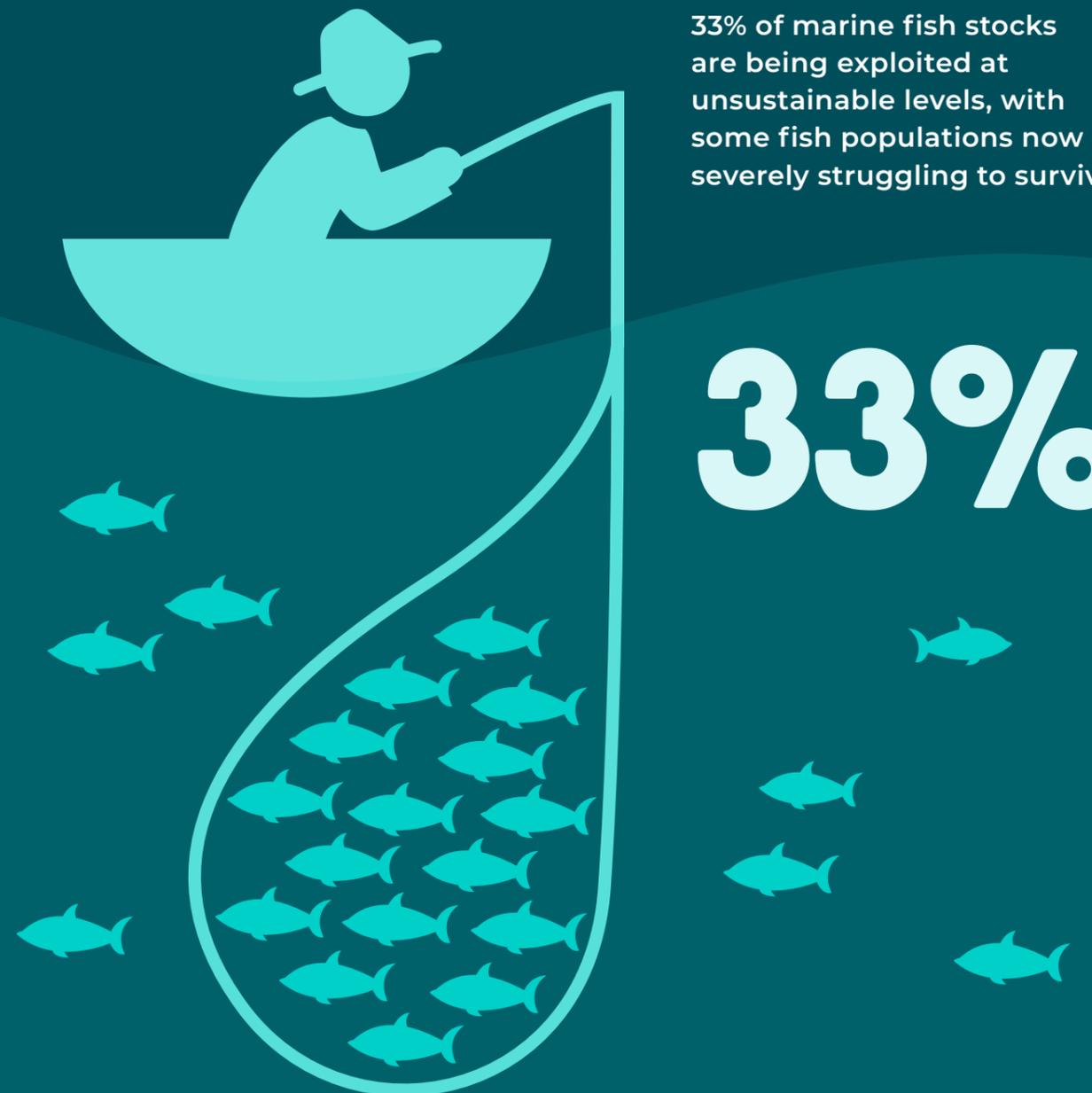
The numbers of invasive alien species per country have risen by about 70% since 1970, which severely threatens the survival of native species and the natural balance of ecosystems.

70%



33% of marine fish stocks are being exploited at unsustainable levels, with some fish populations now severely struggling to survive.

33%



PROJECT EXAMPLES



Project: Barbados Sea Turtle Project

Marine turtles lay their eggs on the beach and are vulnerable to intensive human coastal activities, especially poaching and light pollution. For this reason, when the Barbados Sea Turtle project – the oldest and most reputed marine turtle conservation programme in Barbados – lost its main source of funding, the BECT made it its mission to ensure the continuation of their work. In 2021 The Barbados Sea Turtle Project rescued over 63,000 critically endangered hawksbill hatchlings during the hatching season, recorded 465 nesting females and 100 special needs turtles in the turtle ICU. Currently, they are fundraising \$100,000 to sustain operational costs of the project and calling for volunteers to help with the monitoring of the nesting turtles and hatchlings on the beach.

Foundations across our network are supporting local communities to protect hotspots of biodiversity and vulnerable wildlife while enhancing alternative livelihoods of stakeholders that heavily depend on their exploitation.



Project: Union Island Gecko Conservation

Union Island geckos are at very high risk of extinction, mostly as a result of rampant poaching for the illegal pet trade. SVGEF funded a project developed by Fauna and Flora International in collaboration with the St. Vincent Forestry Department to protect the habitat of this vulnerable species and to lobby locally and globally to include its trade on the international wildlife ban under the CITES agreement.

3. SLOWING DOWN & ADAPTING TO CLIMATE CHANGE

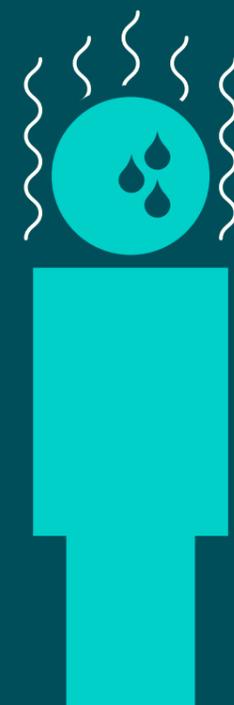
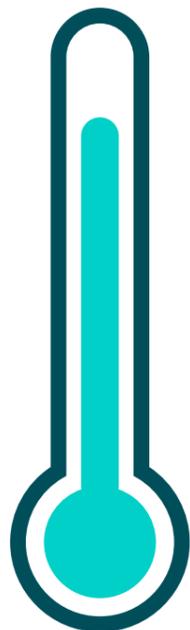
The Intergovernmental Panel on Climate Change published in March 2022 a report on climate change trends that left no doubts on the need to take real and effective action right now. It concluded that unless more and more effective work is done, the rate and severity of extreme climatic events like floods, droughts and heat waves will continue to increase; leading to acute humanitarian and biodiversity crises.



Climate modelling predicts that there is a 67 % probability that the 1.5 °C will be exceeded as early as 2030 IPCC (working group III).

1.76°C

Average global temperatures in 2020 were 1.76 degrees warmer than the 20th century average — making it the second-hottest year on record.



ONE IN THREE

One in three people are exposed to deadly heat stress and this is projected to increase to 50% to 75% by the end of the century.

750 MILLION

More than 750 million people are at risk of serious flooding every year and a billion living on coastal areas will be exposed by 2050.

Source of Data (IPCC, 2022)

PROJECT EXAMPLES



Project: Wester Ross native oyster restoration

Native oysters are “ecosystem engineers”, filtering and cleaning water, helping to store organic carbon over time and contributing substantially to inshore biodiversity by creating reefs that become fish spawning grounds and nurseries. HIEF granted £15,000 to Seawilding to establish a native oyster nursery at the head of Loch Broom to cultivate 100,000 native oysters a year for 3 years to regenerate the depleted oyster beds in Loch Broom, Little Loch Broom and Old Dornie, Achiltibuie. As well as the clear environmental benefits this will bring, this project will help to empower the local communities, creating a pool of trained & committed practitioners & advocates with a vested interest in championing marine conservation in their area.

Nature-based solutions including reforestation, forest protection and seagrass restoration will play a key part in mitigation of climate change as they are incredibly effective at capturing carbon and have the potential to provide jobs and alternative livelihoods to millions.



Project: Accelerated natural regeneration of mangroves in the Anawilundawa sanctuary

Mangrove ecosystems are highly effective carbon sinks – sequestering large volumes of carbon while also acting as vital barriers against dramatic climate events like storms and sea-level rise. They also provide important ecosystem services like nurseries for aquatic species, water purification and supporting artisanal livelihoods. Along Sri Lanka’s north-western coastline, approximately 70% of mangroves have been lost to the creation of aquaculture projects; many of which lay abandoned now. To regenerate degraded mangrove habitats and restore the coastal belt of its mangrove cover, the LEF has provided funding to purchase research tools needed for the scientifically sound restoration to be conducted and is working in collaboration with the Wildlife and Nature Protection Society towards strengthening infrastructure and knowledge dissemination across Sri Lanka’s mangrove ecosystems.

4. REDUCING POLLUTION & GREENHOUSE GAS EMISSIONS

Emissions of greenhouse gases due to human activities, the root cause of global warming, continue to increase year after year and affect people, ecosystems and livelihoods. The warming of our planet leads to an increase in incidence in severity of climatic events, e.g. wildfires and extreme storms.

Nearly 700 species, including endangered ones, are known to have been affected by plastics.

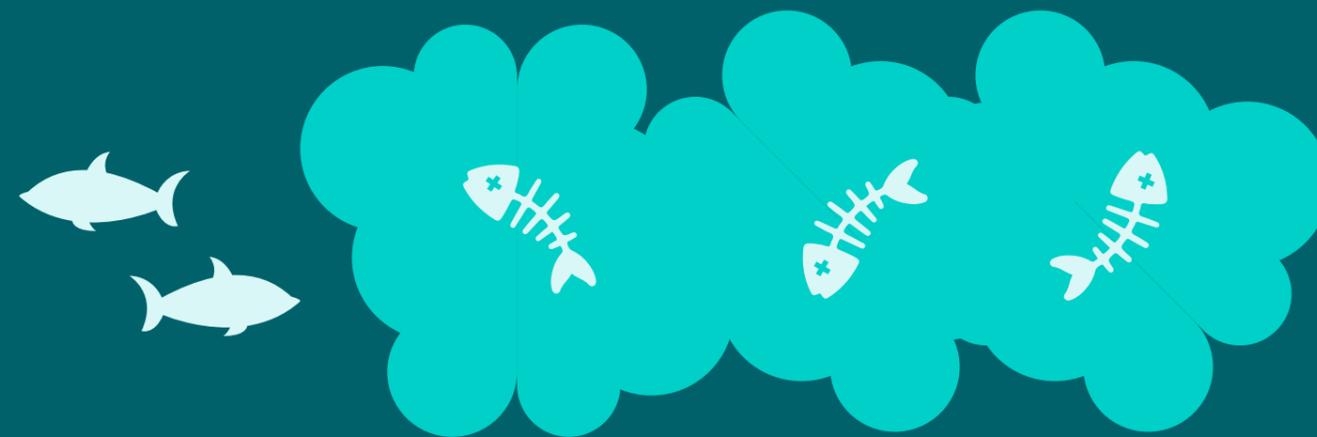
700

Every year, about 8 million tons of plastic waste enters the oceans from coastal nations. That's the equivalent of setting five garbage bags full of trash on every foot of coastline around the world.

9/10

More than nine out of 10 of the world's population – 92% – lives in places where air pollution exceeds safe limits, according to research from the World Health Organization (WHO, 2020).

Nutrient pollution, caused by excess nitrogen and phosphorus in water or air, is the number-one threat to water quality worldwide and can cause algal blooms, a toxic soup of blue-green algae that can be harmful to people and wildlife (NRDC, 2022).



PROJECT EXAMPLES



Project: Alianza Mar Blava

A cross-sector platform, founded by IP, which aims to protect the Mediterranean Sea from oil and gas exploration. It began in 2013 with a grassroots campaign in Ibiza and Formentera to stop oil and gas prospecting in the waters around the islands and has since developed into a nationwide association of 120 entities from across public and private sectors and civil society. Together, its members have succeeded in stopping a dozen projects and having new exploration throughout Spanish waters banned by law. IP continues to sit on the board of the Alliance and play an active role. Menorca Preservation and Mallorca Preservation Foundation have also supported Alianza Mar Blava in its work since 2018 both with funding and being a part of its working group.

Our foundations work to support individuals, groups and alliances working to reduce pollution and clean up waste.



Project: Mannar Region Systemic Solutions (MARESSOL)

Trust: Lanka Environment Fund (LEF)

LEF is an integral part of a larger coalition of environmental organizations including SALT Sustainability, IUCN, and the Suganthi Devadason Marine Research Institute; that aims to reduce the amount of marine debris washing ashore the Gulf of Mannar's ecologically sensitive coastline. This transboundary project between India and Sri Lanka involves a multitude of stakeholders working together towards offering policy recommendations for government institutions, facilitating community engagement activities and piloting a scalable solution to closing the loop on marine debris in the area.

OUR WORK: SOCIAL, CULTURAL & ECONOMIC OUTCOMES

People having a greater appreciation of the natural world



Governments, public institutions, and media acting in ways that support the natural world



Businesses becoming nature positive (farming, fisheries, tourism etc)



Changes in public behaviour to better preserve, protect and regenerate the natural world



Increased production and use of local sustainable produce



Reduced waste and improved waste management



Increased use of low carbon technology and energy





People having a greater appreciation of the natural world

Project: X:Polli:nation

TEF is supporting this project that aims to get communities buzzing. With a decline in pollinator populations across the world, X-Polli:Nation is informing the public and the agricultural sector about the crucial work of these insects in maintaining the health and viability of the ecosystems, as well as engaging citizens to create, maintain and monitor pollinator friendly habitats which can secure the species' survival.



Governments, public institutions, and media acting in ways that support the natural world

Project: Sustainability Observatory

This project was started by IP in 2018 with the objective of tracking the evolution of socio-environmental issues in the island from a data-driven, scientific perspective. The aim is to guide policymaking and inform actions for the improved conservation of the island from a position of knowledge. Every year, a series of environmental and socio-economic indicators in Ibiza, such as biodiversity, waste, water, energy, territory and tourism, are analysed and the conclusions disseminated via regular press releases and an annual report. As of 2022, the work of the Observatory is being carried out with financial support from the Consell of Ibiza.



Businesses becoming nature positive

Project: S'Obrador

MAPF supported a project by APAEMA (Association of organic farmers in Mallorca), to create a public testing kitchen where organic farmers can transform the leftovers or bi-products from their production into alternative products (e.g. jams, tarts, chutneys) that can be sold in farmers market, enabling them to create additional income streams and improving the economic viability of organic farming.



Changes in public behaviour to better preserve, protect and regenerate the natural world

Project: Whale watching business

SVGEF awarded a grant to two entrepreneurs from a whaling community in Barrouallie, to start up wildlife tourism businesses, including whale and dolphin watching to decouple their livelihoods from the whaling and fishing industries. During a 5 day workshop, the participants were instructed in the principles and practice of responsible cetacean-watching as well as basic cetacean biology. It provided them with essential knowledge required to develop, run and promote a sustainable and popular eco-tourism activity that has the potential to bring significant economic and employment opportunities to their community.



APRICOT CENTRE



Increased production and use of local sustainable produce

Project: Regenerative Agriculture School

DEF has supported the Apricot Centre since 2020, enabling the launch of a new regenerative agriculture school offering practical apprenticeships to grow the next generation of regenerative farmers. The course provides an authentic opportunity to work on a farm, on woodland, or with a food producer while taking a level 3 Accredited qualification in Regenerative Land Based Systems and Permaculture Design, and it can easily be replicated in other centres around Devon and across the country.

The importance of sustainable agricultural practices is one of the key pillars among our local foundations. Regenerative and sustainable farming training courses are also being supported by Menorca Preservation, Mallorca Preservation Foundation, Barbados Environment and Conservation Trust, IbizaPreservation and Cyprus Environment Foundation.



Increased use of low carbon technology and energy

MeP funded a PHD student to carry out his thesis on Menorca's decarbonisation strategy to support the work being carried out by the local Government. The strategy aims for an 85% implementation of renewables by 2030 and is so far exceeding its targets with 14 photovoltaic parts planned by 2025. In addition, MeP has funded a technical team to pave the way for the first renewable energy community in an industrial park and through this work has secured an investment of €150,000 for the community's first photovoltaic installation.

Photo credits: Apricot Centre



Reduced waste and improved waste management

Project: Fanya Safi waste collection

The Fanya Safi Waste Coalition, supported by LaEF and including local partner TakaTaka Heores aims to build the capacity of existing community-based waste management organisations. The aim is to streamline waste collections and encourage recycling by ensuring all recyclable materials are properly disposed of, with the goal of kickstarting a new recycling industry on Lamu Island.

07

STRATEGIC PARTNERSHIPS

By forming partnerships between international funders, corporates, and NGOs, and our local foundations, we can bring new channels of funding and raise awareness for the crucial work they're enabling.



EDMISTON YACHTS



EDMISTON

We built a portfolio of five marine projects which is being supported by the Edmiston Foundation, our first major corporate partner. This long-term partnership serves to bring awareness to, and funding from Edmiston’s clients, for the work being done to restore nature in the places where they enjoy taking boats out.



Many of us have been fortunate enough to have wonderful experiences connected to the marine world. Our relationship with the ocean makes it our responsibility to support change to rectify, protect and educate current and future generations on environmental issues that impact the world around us. Via our partnership with the Conservation Collective, The Edmiston Foundation will continue to fund locally-focused initiatives in the Caribbean and Mediterranean, providing support for projects for which we have great affection. We’re excited to see the projects continue to grow and evolve over the coming years.”

ALEX HOLDEN,
STRATEGY DIRECTOR, EDMISTON



1. Tackling Illegal Fishing

Last year Mallorca Preservation and Marilles Foundation commissioned an investigative report into illegal fishing which was presented publicly in December 2021 on the island. One of the findings estimated that unreported catches in the Balearics amounted to around 40% of the total declared catches, although these vary by species and time of year. With funding from Edmiston the three Conservation Collective Balearic Foundations are joining forces, together with Marilles & BLUE Marine Foundation and local stakeholders, to build an ambitious project to find solutions to this problem. The plan aims to build awareness, engage consumers and hospitality venues, as well as work with the authorities on possible policy measures to improve local traceability of fish.



2. Sea turtle conservation & alternative livelihoods

One of the biggest success stories of the St Vincent & Grenadines Environment Fund (SVGEF) has been the sea turtle conservation project (see page 28). SVGEF will secure turtle monitors for four beaches on the Leeward and South Coast Turtle Project which began in April 2022. The training is overseen by regional expert Carla Daniel from Barbados Sea Turtle Project (see page 50). Next steps are to gather this and other data to analyse the effect of the ban and to contribute towards the Sea Turtle Recovery Action Plan for SVG.



4. Posidonia Alert

Seagrass meadows of Posidonia in the Mediterranean face a series of threats from intensive human activities. Policies addressing their protection are being drafted or are already in place in some areas of the Mediterranean. This is not the case in Greece, however, where this crucial species remains widely unprotected. With Posidonia Alert, Cyclades Preservation Fund and Seacology aim to raise awareness among the recreational boat industry businesses, owners and port authorities about the importance of Posidonia and the risks of uncontrolled anchoring and – eventually – push for future protection and legislation of the meadows across Greek waters.



3. Project DigiFish – Catching the Digital Wave of Change

Barbados Environmental Conservation Trust gave a grant to BARNUFO, with 30 tracking devices distributed to fishers. This project aims at enhancing marine protection by tracking fishing vessels' activity to monitor fishing practices at sea. As well as providing a reassuring safety element to the fishers themselves, data collected can inform future policies around marine spatial planning, improve and expand marine protected areas, improve the ability of the authorities to tackle illegal fishing, and enable sensitised fishers to avoid nursing grounds/protected areas.



5. Pick the Alien

The project aims to familiarise the local communities and visitors of the Ionian Sea (as well as other areas in Greece) with edible invasive alien marine species (IAS) and to promote their consumption as a measure for mitigating their adverse effect in the marine ecosystems and for alleviating pressure from overfishing local species. Local partner ISea will encourage consumers, fishers and chefs to commercialise these edible invasive species. The scaling up and replicability potential of this project is very high, having started in the Cyclades and having already been extended to the Ionian Sea and in 2022 in the Argolic (Greece) and Cyprus.

MAVA FOUNDATION



The MAVA Foundation selected the Conservation Collective to join the ‘Mediterranean Islands Collective’. This is providing funding for replicable pilot projects, in order to contribute towards a Mediterranean biodiversity action plan. Projects included from our network were:



1. Cycladoscope

A networking & best practices platform for organisations working towards the protection of the Cycladic environment. CYCLADOSCOPE aspires to become the go-to platform for entities and citizen groups of the Cyclades (and beyond) looking to network with likeminded initiatives that support environmental sustainability, learn from successes and mistakes of the past, and explore best practices that can be replicated and adapted to their local environment and cultural contexts.



2. Menorca Preservada

A 2-year training programme to provide professional farmers with the necessary knowledge to implement more sustainable management of their farms, developed by Menorca Preservation, with technical support from Agroassessor and in collaboration with numerous local specialist organisations.



OBSERVATORIO DE SOSTENIBILIDAD DE IBIZA

3. IbizaPreservation

A detailed and ambitious land-use study, as part of IbizaPreservation’s Sustainability Observatory. The long-term aim is to create a tool to analyse the natural diversity of the landscape based on real data, compare differences between municipalities and track changes over time to inform & influence policymaking for the future benefit of the environment.

BLUE MARINE FOUNDATION (BLUE)



1. SAVING GREECE'S SEAS

BLUE is working with the three Greek Conservation Collective foundations, and other Greek NGOs, academic institutions and partners on a new approach to saving Greece's Seas. The aim is to increase no-take zones, increase the management of designated areas, tackle invasive species, and protect important habitats.



2. ENHANCING THE MARINE ENVIRONMENT OF SVG

St Vincent & the Grenadines Environment Fund, BLUE, and the Ministry of Fisheries of SVG have launched an ambitious partnership to provide vital scientific data on the health of its oceans that will inform public policy and address overfishing, protect local livelihoods, and enhance the marine environment in the region.



3. ASSESSING BLUE CARBON POTENTIAL IN SRI LANKA

BLUE is co-funding Sri Lanka's first comprehensive seagrass assessment with the LEF that is happening within the Vidattaltivu Nature Reserve (VNR). This assessment will gage the carbon stocks within the extensive seagrass meadows of VNR as a first step for establishing what could be Sri Lanka's first blue carbon credit programme. BLUE also supported LEF's work with the Mangrove Conservation & Sustainable Livelihoods Forum in 2020 by funding a critical public awareness campaign which stopped the de-gazettement of VNR from being turned into an aquaculture park.

THE IRIS PROJECT

In 2021 the Conservation Collective foundations launched competitions to inspire young people to fight for nature in their backyard, in memory of Iris Goldsmith, a bright young girl who adored all things wild. Iris, the daughter of our founder Ben died in a tragic accident in 2019.

To enter the competitions, secondary school age children in several Conservation Collective locations, were invited by the local foundation to create videos highlighting an environmental issue that most concerned them and their island as well as proposing a solution to tackle it.



Filmmaking to Promote Environmental Awareness

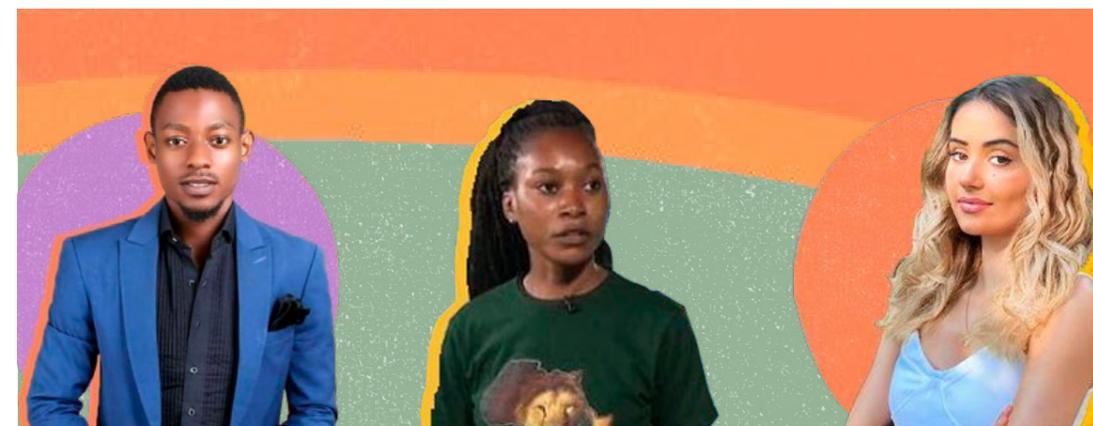
In the Cyclades, the award enabled winners the opportunity to attend nature documentary workshops with a professional filmmaker in Amorgos & Syros; and a follow-up 2-day field trip to Naxos for both contestants. The winning videos focused on the islands of Syros and its waste management issues; and the geographic predisposition of Amorgos to rain shortages and droughts that have been aggravated by overgrazing and unsustainable agricultural practices.

Taking Environmental Action for Coral Reefs in the Caribbean

St Vincent and the Grenadines Environment Fund identified that the local youth were particularly concerned about the decaying state of coral reefs due to sea temperature rise and bleaching events in the Caribbean and the effects of beach erosion on the health of coastal ecosystems and, consequently, local communities. Ranging from coral reef rehabilitation and mangrove restoration in Bequia, to waste management in Questelles, the three Iris Project winners were awarded a cash donation of US\$1,000.00 to further their missions.

Kilometres of Plastic for Iris - Join the Fight Against Plastic Pollution

Young people from all over the Balearic Islands were invited to participate for free, organising nature walks with friends and family to share ideas on reducing plastic pollution on their islands. Kilometres of Plastic participants are also given the opportunity to put themselves forward to enter the competition in pairs by creating a one-minute video answering the question: "What would you do to fight plastic pollution on your island?"



These projects helped shape the global **Iris Project**, which launched in March 2022 and will reward three projects annually, to young people aged 14-24 years old who are paving the way towards nature restoration and protection, and climate action. A youth advisory panel, made up of seven climate and environment activists from Fiji, Nepal, Nigeria, Macedonia, Liberia, Ecuador and the USA, sit at the heart of the Iris Project. Thanks to the pilot projects run by the Conservation Collective, the Iris Project has secured funding for its first three years, enabling it to offer three different prizes of \$5,000, \$100,00 and \$150,000 USD, as well as capacity building training to the value of an additional \$10,000 per prize winning project.

theirisproject.org

[@theiris_project](https://www.instagram.com/theiris_project)

08

PROMOTING LOCAL STORIES TO A GLOBAL AUDIENCE

The Conservation Collective is always striving to build great campaigns and form powerful partnerships to promote the work supported by our local foundations. We aim to speak with a collective voice about the work we do to amplify and enhance local action.

DREAM GLOBAL, EAT LOCAL



In March 2020, the Conservation Collective pledged its commitment as a network to promote local produce through its Dream Global, Eat Local campaign. COVID-19 highlighted the food security risks associated with being over reliant on imports and global supply chains, whilst simultaneously the demand for local produce from the tourist industry plummeted affecting local livelihoods and creating food waste. The network made and shared a [video](#) which talked about some of the projects the group was supporting.

In Mallorca and Menorca they launched emergency food projects. The projects aimed to support local farmers and businesses by buying their surplus produce and donating it to vulnerable families.

At the outbreak of the pandemic, St Vincent and the Grenadines Environment Fund, at the request of Ministry of Agriculture and Fisheries, provided masks (made by women seamstresses on Bequia) to fishers and farmers to allow them to continue with essential food production services.



In 2021 the Conservation Collective was featured in Conde Nast Traveller's 50 people and places making the world a better place

LOCAL HEROES

The Agriculture Shift - Barbados



“**Barbados must find a way to decrease the high risk posed to our food systems by diversifying our food imports; by becoming more innovative with our products, increase our exports and raising the standards in the agriculture market and the farms that operate within it.**”

CHADEENE BECKLES

Project: The Agriculture Shift is a multipurpose project geared towards changing the youth’s perception of agriculture, creating and expanding opportunities for young people in agriculture, and lending their voice to agricultural policy making.

Till the Coast is Clear - Devon



“**For me, action is the only way to address feeling helpless and overwhelmed by the ecological & climate crisis. It is about taking responsibility and getting hands on with the issues.**”

GARY JOLIFFE

Project: Till the Coast is Clear is a plastic pollution clean-up scheme that organises regular community beach cleans, using a rib and a fleet of kayaks to access hard-to-reach areas of rivers, estuaries, and coastline, while engaging the community and eco-tourists on plastic waste prevention.

This campaign was delivered in partnership with our 1% for the Planet partner, Naturisimo, an ethical skincare platform. Naturisimo promoted the series to their sustainability-minded customers worldwide.

TartAmare - Tuscany



“**The biggest challenge we face every day is against those who do not understand that sea is life. The sea and its inhabitants are in danger and their salvation depends on our daily behavior: what seems like a small gesture can become very important if all of us put it into practice.**”

LUANA PAPETTI

Project: TartAmare focuses on the conservation of sea turtles, dealing with treatment and rehabilitation of injured sea turtles.

THE COLLECTIVE AWARDS

Best Grant: Land



Winner: Lanka Environment Fund (LEF)

Project: Wildlife Corridors

With the majority of Sri Lanka’s montane forests being harvested during the colonial period, wildlife is confined to remaining patch forests that sit amidst a mosaic of tea fields and townships. By supporting the Wilderness & Wildlife Conservation Trust (WWCT), the LEF has ensured the establishment of two new biodiversity connectivity corridors within the Central Highlands. Biodiversity surveys have counted the presence of pangolins, fishing cats, rusty spotted cats, mouse deer, barking deer and a total of 16 leopards (9 females and 7 males) and 4 cubs traversing these corridors - an early sign of the success of this multipronged project which also fosters environmental stewardship and reforestation.

We hosted the inaugural Conservation Collective awards ceremony in December 2021, judged by the trustees, with each winner receiving a small grant. This was designed as a celebratory and story-telling event and we were thrilled to have over 100 people in attendance for the webinar.

Best Grant: Freshwater



Winner: Devon Environment Foundation (DEF)

Project: Beaver Reintroduction

A catchment scale project by the Beaver Trust at key locations along the River Caen and its tributaries, helping the community to release 10 pairs of beavers and establish c. 300 hectares of river wildlife corridors by planting or allowing trees to grow naturally along riverbanks – to reduce flood risk downstream in Braunton, enhance water quality, prevent soil erosion, sequester carbon, and increase biodiverse wildlife.

Best Grant: Waste



Winner: Menorca Preservation (MeP)

Project: Plastic Free Menorca

This is an alliance of local entities, started by MeP, working to address plastic contamination on the island. It was established with the aim to join forces and increase the impact these entities can have locally on reducing the use of single-use plastics. Together, they have implemented the Plastic Free Balearics certification developed by Save the Med and IbizaPreservation for hotels and restaurants, as well as Menorca's own Plastic Free Commitment for other sectors, in a bid to accompany all local business in reducing their plastic footprint and identifying true positive alternatives.

Best Grant: Waste



Winner: Ionian Environment Foundation (IEF)

Project: Waste Action Awareness Week

Waste Awareness Action Week is a five-day educational course taught in schools across the Ionian Islands. It seeks to encourage a community-based approach designed to promote cross-generational awareness, understanding and most importantly action towards the critical issues associated with excessive waste disposal in the Ionian islands. The programme has gained approval for distribution across Greece by the Ministry of the Environment.

Best Grant: Marine



Coastal Communities Network
Scotland



Winner: Highlands & Islands Environment Fund (HIEF)

Project: Coastal Communities Network - sea lice mapping and modelling

Open net salmon farms are common in Scotland but can be problematic as they attract sea lice, which then escape into surrounding waters contaminating the wild marine environment. This project aims to provide local coastal communities with knowledge about potential danger areas for wild fish; information that will allow them to challenge plans for new fish farms or the expansion of existing ones.

Fundraising Award



Winner: St Vincent & the Grenadines Environment Fund (SVGEF)

During the La Soufriere volcanic eruptions in April 2021 and in its aftermath, St.Vincent & the Grenadines faced a potentially major human, environmental and economic disaster. The SVGEF provided crucial early response relief efforts that were possible due to the generous \$200,000 USD funds given by donors to aid in the crisis. From providing essential food and water to displaced individuals who had to leave their livelihoods behind, to feeding dehydrated and hungry endemics parrots in the interior of St.Vincent. Throughout these difficult times for the entire nation, the SVGEF tirelessly worked along with partners in various programs to support the lifelines of both St.Vincent & the Grenadines's nature and its people.

Innovation Award



Winner: IbizaPreservation (IP)

IbizaPreservation launched the Ibiza Produce project in 2018 to help regenerate the island's soils and landscapes, which in recent decades have increasingly been taken over by tourism and urban development. The Foundation's previous work on land-related projects highlighted a glaring need to reinvigorate the island's agricultural sector by promoting local consumption. With over 96% of the food consumed on Ibiza imported, the COVID-19 crisis highlighted the need to reduce reliance on imports and buy local. The project worked to boost consumer awareness about local produce and improve its accessibility, as well as acting as an invaluable liaison between chefs and Ibizan farmers and cooperatives, to increase the amount of local produce being used by the island's restaurants.

Impact Award



Winner: Cyclades Preservation Fund (CPF)

Amorgorama: a successful pilot programme of professional fishermen in Amorgos, Cyclades, Greece, who, observing that the fish stocks around their island were reduced, decided to abstain from fishing activities during reproduction season to facilitate fish stock regeneration and, instead, engaged in collecting debris and litter from their island's coasts. The initiative reached 28 no-fishing days in 2021, while at the same time 11 beaches were cleaned, where more than 900 large bags of litter were collected, 12 tons of plastic were shipped for recycling and 960 kgs of fishing nets and ropes were additionally recycled. Given the success of this grass roots initiative, that has been proudly supported by the CPF, the Greek Minister for the Environment secured €40,000 for fishing equipment and additional €70,000 for the work to continue in 2022 and has gradually attracted local, regional and international interest to continue towards the fishermen's vision to protect the seas of Amorgos.

09

FINANCIAL SUMMARY

The Conservation Collective serves to set up new foundations as well as to provide financial and fund-raising support to its members. We believe the numbers in the first two years tell a compelling story!



CC CORE	2020	2021
Total support to members (start up funding and money raised on their behalf)	£95,031	£276,318
Expenditure (staff costs and network costs)	£113,840	£200,435
Expenditure	£216,245	£293,221
Income	£222,460	£332,427

In 2021 more than 2.4 million was raised across the network for grassroots environmental action – over 10x the amount that it costs to run the Conservation Collective.

NETWORK	2020	2021
Total amount raised	£941,321	£2,497,537
Number of foundations	10	15
Dispersed/spent on charitable mission	£722,147.38	£1,263,020
Grants given	68	103
Average grant given	£13,843	£24,248

From 2020 to 2021:

- We increased the amount raised across the network by over 100%
- We increased the number of foundations by 40%
- We increased the number of grants given by 50%

In 2020 the income for the Conservation Collective UK charity was £819,278 and in 2021 it was £1,647,195.

[Click here](#) to view The Conservation Collective's 2020 annual accounts filed with the Charity Commission. The 2021 figures are draft.

The charity hosts the CC core income and expenditure, as well as that of the branches. It also raises funds on behalf of affiliated network members.

NOTES

- Local affiliate foundations are independent organisations, based in different geographies, and work under different jurisdictions for reporting purposes.
- Foreign exchange fluctuations apply as all local currencies were converted to GBP (above).
- The ratio of money raised: disbursed is distorted by new foundation set up costs, and calendar cycle for grant dispersals.
- For new foundations we aim to have a minimum of three months' reserves, with a view to growing that to six months once fully established.

10

WHO WE ARE



TEAM

Jade Brudenell
Executive Director



Kendra Walsh
Network Director



Helen Fallowell
Finance Manager



Alexandra Marques
Programme Manager



Berta Manzano
Marketing & Communications
Manager



Nikki Harrison
Team Assistant



OUR FOUNDER & CHAIRMAN

Ben Goldsmith – a lifelong nature lover and founder of the Conservation Collective.

Ben is Chief Executive of Menhaden plc, a London listed investment trust focused on the theme of resource efficiency. He also serves as a Trustee of the Children’s Investment Fund Foundation (CIFF), sits on the Board of the UK Government’s Department for Environment, Food and Rural Affairs (DEFRA) and is Chair of the UK Conservative Environment Network.



TRUSTEES

George Duffield

George produced the award-winning feature documentary ‘The End of The Line’ which alerted the world to the crisis in our oceans, he then co-founded BLUE Marine Foundation and has since dedicated his life to the ocean.

India Langton

India co-founded Rose Productions in 2009. A passionate environmentalist and animal lover, she creates stand out events both in London and Internationally in locations around the world.

Brendon Moorhouse

Brendon is one of a small number of specialist environmental law barristers in the UK, he is ranked ‘tier 1’ (top) by Legal 500 for his work.

Alice Brudenell Bruce

A travel journalist often seeking stories with a conservation angle. Alice is Editor at Large for Air Mail and Country & Town House, columnist on The Times – LUXX and a contributor to The Financial Times, How to Spend it.

Sara Siegel

Sara leads the healthcare practice for Deloitte in the UK. She has worked with the NHS and other healthcare clients for the past 20 years. Sara has also been a passionate advocate and supporter of environmental causes throughout her career.

Christopher Parker

Christopher Parker is a Trustee of the Oak Foundation who leads the Wildlife Conservation and Trade sub programme as well as the national programmes in India and Zimbabwe. Christopher also has a passion for UK based conservation and environmental issues given it is his home base.

GLOBAL ADVISORY PANEL (GAP)

The GAP comprises experts who voluntarily share their time and advice with members of the Conservation Collective to turbo charge our local capacity. We are so lucky to have the support of:

Florence Miller, Environmental Philanthropy | Axel Moehrenschlager, Biodiversity | Katie Matthews, Marine Ecosystems | David Newman, Waste Management | Jonathan Hall, Birds and Invasive Alien Species | Astrid Vargas, Regenerative Agriculture | Mark Lloyd, Rivers | Brendon Moorhouse, Environmental Law | Max Bello, Marine Protected Areas | Sandra Benbeniste, Responsible Tourism | Sachan Hassinda, Carbon Markets.

11

SUPPORTERS

We are so grateful to our donors, partners & supporters without whom, none of this would be possible.



SUPPORTERS



PRIVATE FUNDERS

Ben Goldsmith

Adelin Coigny / Smile Wave Fund

Gabriella Reis

Philip & Rebecca Muelder



In a short space of time, the Conservation Collective has proved the power of bringing people together to invest into special places. This kind of action will be vital as we seek to protect nature and address the climate crises."

**HUGH MEHTA,
CHILDREN'S INVESTMENT FUND FOUNDATION**

12

WHAT'S NEXT



Sadly, wherever you look environmental degradation is rife. *Fortunately*, wherever you look there are people dedicating their lives to fixing nature. We will roll out our model wherever there is a group of people willing to provide financial support for grassroots environmental action!

HERE'S A FLAVOUR OF WHAT'S ALREADY GOING ON IN 2022

COLDPLAY

Coldplay have chosen the Conservation Collective & Devon Environment Foundation as two of the good causes they are supporting during their 2022 Music Of The Spheres world tour!



£15,000 was raised during the first two weeks of May by BRORA, for the Conservation Collective and the Highlands & Islands Environment Foundation. 10% of the sales of all green items across **BRORA** collections were split between the Conservation Collective and the Highlands & Islands Environment Foundation.



Global Gathering: in March the Conservation Collective foundations gathered in Ibiza for a retreat combining workshops, field trips, and knowledge exchange, this was such a success that it will now become an annual event.



Everywhere you look there are brilliant, passionate people working to create positive environmental change. Often they work to advance their projects and campaigns with little or no budget. The aim of the local environmental re-granting funds of the Conservation Collective is to make it easy for individuals and local businesses to provide financial support to the most effective organisations working for the protection and restoration of the natural environment of the place that they love. Small amounts of funding, strategically directed, can supercharge this work – as we are seeing across the places in which we have created these funds.”

Ben Goldsmith
Founder & Chair

JOIN US

SUPPORT YOUR LOCAL FOUNDATION

Donate now and spread the word!

CREATE A FOUNDATION

in a place you care about. Get in touch!

SUPPORT THE EXPANSION OF THE CONSERVATION COLLECTIVE

Donate now or get in touch!

FOLLOW US:

 @theconservationcollectivenetwork

 @_cc_network

 @conservationcollectiveorg

 conservation-collective.org

 jade@conservation-collective.org