

CONSERVATION COLLECTIVE



ANNUAL REPORT 2022

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 grassroots environmental initiatives. 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...

OUR VALUES:
COLLABORATION,
OPENNESS,
POSITIVITY



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INTRODUCTION



2022 OVERVIEW



Founder & Chair – Ben Goldsmith

Conservation Collective is going from strength to strength. Increasingly people everywhere understand that the natural fabric of our world is becoming dangerously threadbare, and that there is huge joy to be had in playing a part in putting it right. Mostly, it appeals to people to get involved in restoring nature in the places that they love. That's why each of our locally focused foundations are benefitting from a momentum that is enabling us to provide more and more support to an array of extraordinary, impactful grassroots projects across the places where we are active.



In the end, we will conserve only what we love; we will love only what we understand and we will understand only what we are taught.”

BABA DIOUM



Executive Director – Jade Brudenell

2022 was another year of huge growth for Conservation Collective, in terms of money raised and team size, but also in terms of maturity. We launched new foundations, saw existing members continue to attract new support from a wide range of stakeholders, and pilot projects blossom into replicable and scalable programme.

We proved our concept and built up a toolkit for spinning out branches (once incubated under our charitable umbrella) with Tuscany and Lamu successfully now operating under independent local charitable entities. We explored new models of place-based funding to respond to different local contexts, including Wilder Selwood, a landowners rewilding coalition in Somerset (UK).

Throughout 2022 we found more people and businesses interested in protecting their own backyard, or wanting to support a particular environmental issue, coming to us as a route to finding great projects. Our growing credibility as a go-to partner, providing access to expertise and high levels of governance, in this space makes us incredibly proud.

2023-2025 we continue with our mission of opening new channels of philanthropic funding to protect and restore nature, whilst building a participatory-led organisation designed to promote shared learnings and maximise collaboration to catalyse long term change.

Locally led, globally impactful.

O3

A YEAR IN REVIEW



JANUARY

St Vincent & the Grenadines Environment Fund & Blue Marine Foundation (BLUE) launch a partnership to conduct a baseline assessment of the marine resources of SVG.



FEBRUARY

Our Global Advisory Panel is formed as an extra resource to boost local expertise.



MARCH

Our inaugural Global Gathering takes place in Ibiza.



APRIL

Conservation Collective trustee meeting and tour of Ben Goldsmith's rewilding project.



MAY

Cyprus Environment Foundation launches in London.



JUNE

Lanka Environment Fund and Hoppers London celebrate WWCT's Wildlife Corridors project.



JULY

The Cyclades Preservation Fund celebrates 5 years, with over 65 projects supported, and more than €400,000 invested in environmental initiatives.



SEPTEMBER

Albania Overboard charity swim raised over £17000 for the Ionian Environment Foundation.



NOVEMBER

Celebrating the work that our UK foundations in Devon and Scotland have enabled in their two years of operations.



AUGUST

Iris Project winners announced - empowering youth climate action funding, mentoring, and community support.



OCTOBER

Conservation Collective foundations join BLUE in Turkey for a Mediterranean Marine Strategy Event.



DECEMBER

Over 60 attendees at our Blue Carbon knowledge-sharing webinar.



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THE FOUNDATIONS



THE FOUNDATIONS



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THEORY OF CHANGE

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

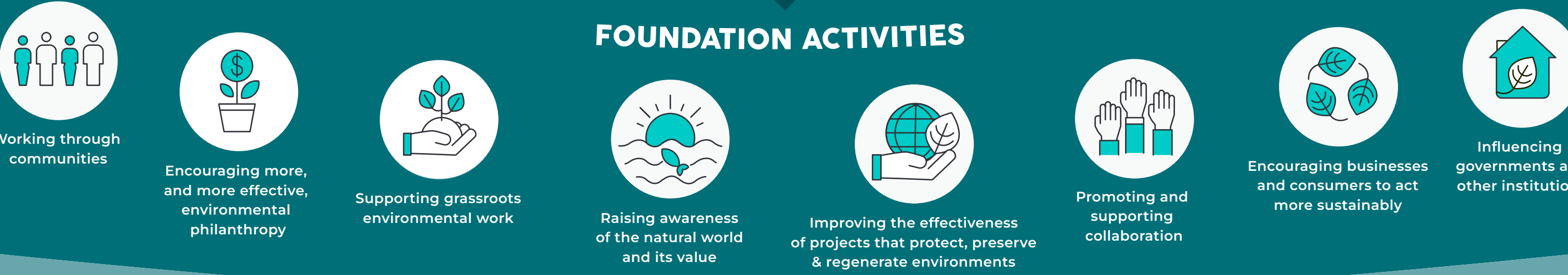


CONSERVATION COLLECTIVE ACTIVITIES

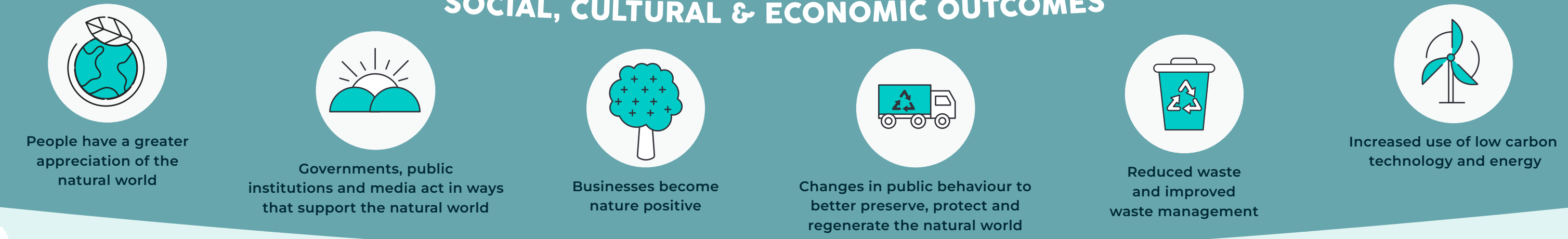
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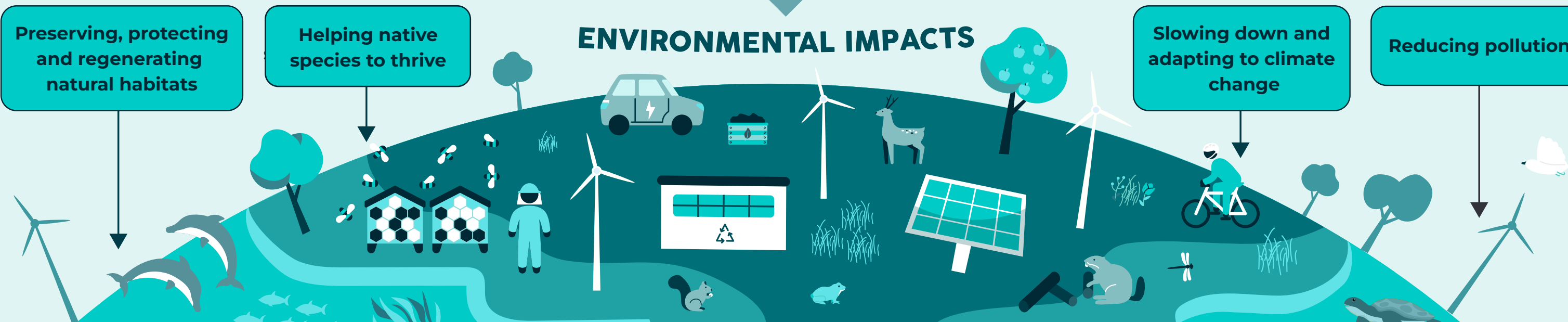
FOUNDATION ACTIVITIES



SOCIAL, CULTURAL & ECONOMIC OUTCOMES



ENVIRONMENTAL IMPACTS



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CONSERVATION COLLECTIVE ACTIVITIES





LAUNCHING NEW FOUNDATIONS

Since 2017 we've grown from five to twenty local foundations, and our pipeline is growing! Our goal is to launch two new foundations each year. Each foundation receives onboarding training and a best practice toolkit, adapted to local context. We also provide 30,000 funding over the first three years (local currency). In its first year, the Cyprus Environment Foundation gave out £82,011 and the Turquoise Coast Environment Fund (Turkey) gave out £105,437 in grants.



FUNDRAISING

Growing and diversifying income streams to boost our capacity to develop network benefits and channeling funding to our member foundations. We received a significant three-year commitment from the Grantham Foundation for the Protection of the Environment, secured new corporate partnerships bringing funds and increasing our brand visibility, and attracted strategic partners to scale projects. In 2022 18% of our funds were dispersed as core grants to new members or channeled to projects and our priority is to grow this.



SPEAKING WITH A COLLECTIVE VOICE

To amplify and enhance local stories on a growing global platform via digital marketing, press and events.

- a. Four external newsletters were published and distributed to over 1,000 subscribers, members of the CC team held 12 speaking engagements, two press interviews, and two podcast interviews.
- b. Leveraging brand partnerships – our brand featured on screens at sold-out Coldplay gigs around the world, shop window displays across the country at Brora's shops stores during our joint campaign. Naturisimo's partnership page on their website featured our local heroes.
- c. CC branding toolkit including templates and guidelines for logos, websites, brochures, social media campaign assets was created for members of the network.



MONITORING, QUALITY ASSURANCE AND RISK MANAGEMENT

Building on our Theory of Change we created a new shared grant and donor management system for gathering data that feeds into our new impact monitoring, evaluation and learning framework. It allows us to reflect and report on our work, tell great stories, and constantly improve on the difference we are making.



This project is very good, whoever thought of it may God bless them and give them strength so that these things happen, for the sea, for us, for the next generation.”

FISHER IN SPETSES, WHO PARTICIPATED IN THE ARGOLICORAMA 2022



KNOWLEDGE SHARING

Connecting our members to inspire each other, share expertise, replicate successes, share lessons learnt and encourage collaboration.

a. Knowledge Sharing

We hosted Wisdom Webinars for a range of stakeholders on the following themes: Posidonia, Regenerative Agriculture, Blue Carbon, Turtle Conservation and VIP fund raising events.

b. Project Replication

The Argolic Environment Foundation partnered with local fishers and the Spetses Community Trust to replicate the Cyclades Preservation Fund's Amorgorama, building sustainable fisheries from the bottom up!

c. Shared Expertise

The Barbados Sea Turtle Project, a Barbados Environmental Conservation Trust grantee and one of the longest running, critically endangered Hawksbill turtle conservation programmes in the world – travelled to St Vincent to advise on the turtle protection project and to train up beach monitors.

d. Collaboration

Over two years Kilometros de Plastico Por Iris has seen 626 young people from across the three Balearic Islands walking over 2,000 kilometers collecting plastic. Winners of a video competition (which received over 150 entries!) took part in marine conservation activities on board a citizen science sailing expedition.



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LOCAL FOUNDATION ACTIVITIES

The local foundations that make up the Conservation Collective 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.





WORKING THROUGH COMMUNITIES TO DELIVER LONG-TERM SYSTEMIC CHANGE

The Devon Environment Foundation supports Wild About Devon so that local communities can get involved in wildlife restoration work such as the creation of wildflower meadows, bug hotels, and the ditching of pesticides in their own yards and public spaces. This project aims to help connect fragmented habitats across the county and inspire other communities across England to take action!



SUPPORTING GRASSROOTS ENVIRONMENTAL WORK

The Highlands and Islands Environment Foundation (HIEF) supports the Coastal Communities Network to map the distribution and cumulative impact of sea lice spawned by salmon farms along the west coast of Scotland. In 2022, Norwegian fish farm giant Mowi had their expansion plans for Loch Hourn temporarily blocked because of the risk to wild fish thanks to the impact of the project. The battle continues!



IMPROVING EFFECTIVENESS OF PROJECTS THAT PROTECT, PRESERVE AND REGENERATE ENVIRONMENTS

The Lamu Environment Foundation (LEF) facilitated mangrove conservation training for 17 participants across Lamu and Pate Island in partnership with Mangrove Action Project (MAP). The 17 participants (14 women, 12 under 35 years old) were selected from the two mangrove conservation projects that LEF is supporting; Save Lamu Beekeeping and Crab Farming in Faza. This project was replicated in Sri Lanka in 2023.



PROMOTING AND SUPPORTING COLLECTIVE ACTION

The Cyclades Preservation Fund (CPF) Islanders Forum in 2022 brought together 50 participants, members & representatives from 30 entities, representing 17 islands inside and outside the Cyclades for three days to exchange ideas and reflections and visit projects in the field. Through the CycladoSCOPE platform, CPF promotes networking and knowledge-sharing among its environmental champions and grantees to scale up their efforts and impact.



ENCOURAGING MORE AND MORE EFFECTIVE ENVIRONMENTAL PHILANTHROPY

The Ionian Environment Foundation (IEF) Villa Alliance launched last year with nine villa rental companies engaging and pledging to share and adopt more nature friendly practices. Some members are now fundraising for the IEF via per booking donations! The IEF supports the villa companies, owners, guests and all those engaged within the villa's management, to incorporate positive conservation actions, such as sustainable waste and water management. IEFVA holds great potential as a fundraising and awareness-raising platform, as well as a promoter of behavioral change, a win win!



RAISING AWARENESS OF THE NATURAL WORLD AND ITS VALUE

Co-organised by IbizaPreservation (IP), the Marine Forum is an annual symposium that discusses marine conservation challenges in the Mediterranean and their potential solutions. It attracts a wide range of actors, from NGOs to public entities, private businesses, and national and international experts. The 2022 panels focused on themes such as the blue economy, Posidonia seagrass protection, the goal to protect 30% of the ocean by 2030, and the engagement of younger generations in ocean conservation.



“The cooperation with the IEF over three years has proven to be valuable and effective! The support the IEF provides to our effort, at all levels, to protect the Erimitis ecosystem is very important, as is its presence in our region for the protection of the environment!”

DIMITRIS FATIRAS,
PRESIDENT OF ERIMITIS PLOUS (IEF GRANTEE)



ENCOURAGING BUSINESSES AND CONSUMERS TO ACT MORE SUSTAINABLY

The Cyclades Preservation Fund (CPF) is one of the key enablers and supporters of Amorgorama, an initiative launched by the Professional Fisher's Association of Amorgos in 2021 aiming to encourage their local members to forego fishing during the months of April and May to allow local fish stocks to reproduce. Instead, fishermen are financially compensated for collecting plastic and marine litter from the coasts and beaches of the island. Amorgorama was mentioned in the UN-FAO publication as an example of sustainable small-scale fisheries in the Mediterranean. A Memorandum of Cooperation was signed in late 2022 by state representatives, local authorities, academics, environmental organizations, and fishermen outlining a strategy for a protected fishing area on the island of Amorgos. Plans to switch to more sustainable fishing gear (i.e., larger mesh size) also got underway.

INFLUENCING GOVERNMENTS AND OTHER INSTITUTIONS

The St Vincent and the Grenadines Environment Fund (SVGEF) is working with Blue Marine Foundation (BLUE) and the Ministry of Fisheries of St Vincent and the Grenadines to conduct a baseline assessment of the country's rich marine resources. The study kicked off in 2022 and will continue gathering data until 2024, when recommendations on sustainable fisheries management will be made to the national government. Findings to date highlight a decline in conch abundance since 2013, a decline in reef fish populations, and an increase in lobster fishing efforts. The need to better implement and enforce Marine Protected Areas has also been highlighted.



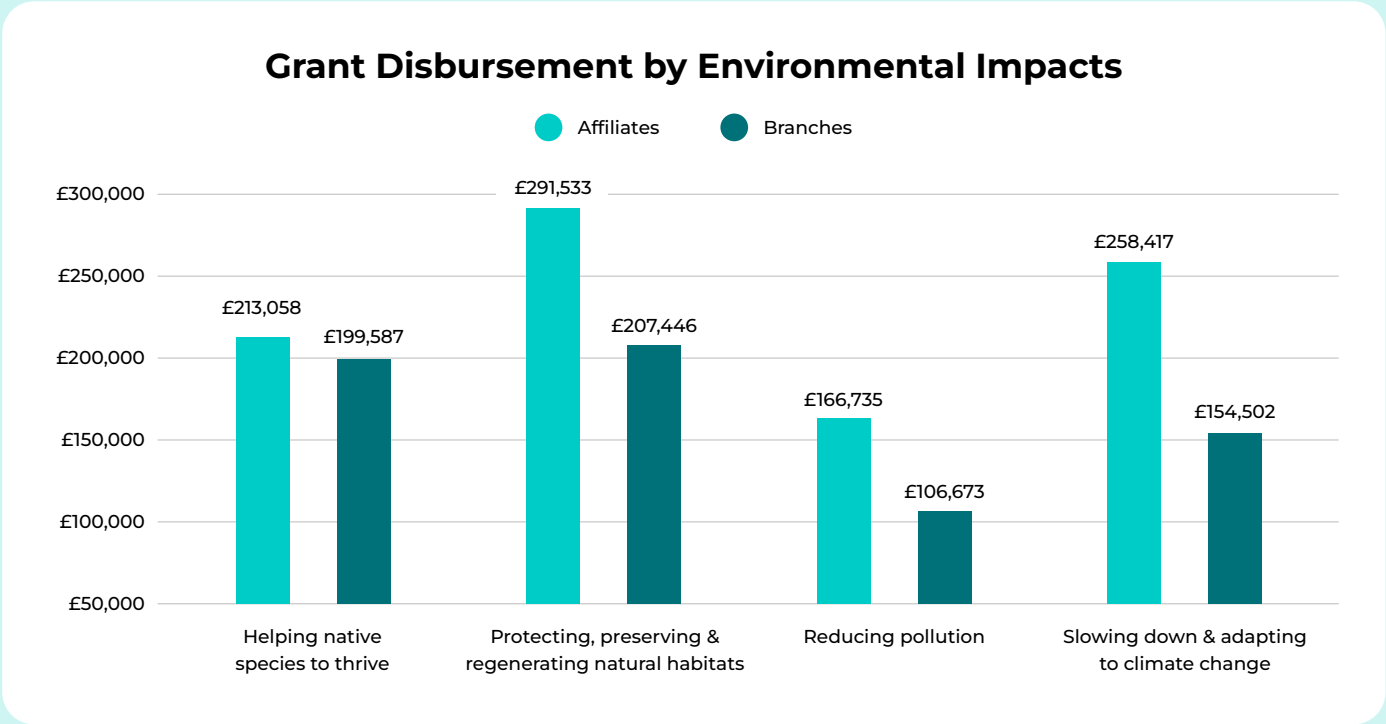
08

OUR WORK



OUR WORK: ENVIRONMENTAL IMPACTS

- 1
Preserving, protecting,
and regenerating
natural habitats
- 2
Helping native
species to thrive



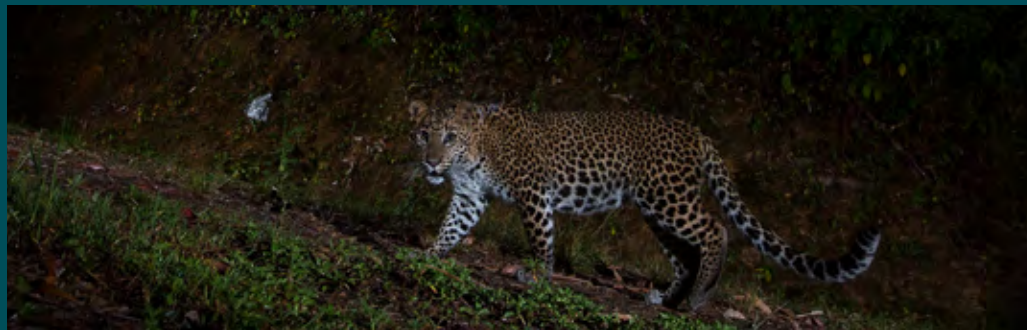
- 3
Slowing down and
adapting to climate
change
- 4
Reducing pollution



1. PRESERVING, PROTECTING, & REGENERATING NATURAL HABITATS

Nature-based solutions – based on the protection, restoration, and sustainable management of the world's ecosystems – have the potential to provide up to 30% of climate mitigation required to meet the 1.5°C target in the Paris Agreement (IUCN, 2023).

Corridors for Conservation



Sri Lanka, one of the 36 global biodiversity hotspots, is home to a host of unique species found nowhere else on Earth. Habitat loss and unplanned development push wildlife species into areas dominated by human settlements such as croplands and plantations, increasing human-wildlife conflicts.

Between 2020–2022 the Lanka Environment Fund (LEF) worked with the Wilderness & Wildlife Conservation Trust (WWCT) to identify, establish, and connect protected forest corridors used by the Sri Lankan leopard (the country's apex predator) in the Central Highlands of Sri Lanka. By protecting and rewilding the leopard's habitat, the project is ensuring the long-term conservation of this species and the wider biodiversity that depends on the ecological function of these ecosystems.

In 2022 two more ridge forest corridors were established, connecting vital ecosystems and securing safe havens for leopards and wildlife.

57 individual leopards detected across these corridors.

260 hectares across the three ridges are being rewilded with endemic montane species.

Other mammal species found include the endangered Indian pangolin, golden jackal, rusty spotted cat, fishing cat, stripe-necked mongoose, and elusive endemic golden palm civet.

Posidonia Seagrass Protection in the Mediterranean

Over 2022, the Mediterranean foundations of the Conservation Collective worked with local partners to protect and restore *Posidonia oceanica*. *Posidonia oceanica* stores 15x more CO₂ per hectare than the Amazon rainforest and provides a crucial habitat for marine life. It's greatly threatened by pollution, climate change and anchor damage.

Mapping & Health Assessments:



Healthy meadows mapped and analysed in NE Corfu (Ionian), host 104 different marine species.



4 km² of mixed health meadows mapped and analysed in the Argolic Gulf.



Marine impacts study concluded that only 28% of meadows assessed in Menorca were healthy.



A scientific study in 2022 revealed that as much as 55% of the meadow in Cala Vedella was dead.

Awareness Raising & Campaigning



A new course to promote best practices among the nautical sector in Ibiza.



Posidonia Alert awareness-raising events for children have engaged 15 Cycladic schools and 900 children.



Transplantation and meadow restoration initiated and thriving in Mallorca.

2. HELPING NATIVE SPECIES TO THRIVE

The Living Planet Report, published by WWF in 2022, revealed that global wildlife populations have plummeted by 69% on average since 1970. The staggering rate of decline is brought about by climate change, habitat loss, invasive species, and wildlife trade, among others.

Nursehound Sharks



The Nursehound shark, *Scyliorhinus stellaris*, is a species of catshark listed as vulnerable by the IUCN Red List, threatened mostly by by-catch from fishing activities. Supported by the Mallorca Preservation Foundation, the Palma Aquarium Foundation is working to breed nursehound individuals in captivity until they are mature enough to survive in the wild and maintain a viable population. Moreover, by collecting research data and species information (e.g., total body length of mature specimens, birth length of pups, growth rate, incubation period of eggs, etc), this project will provide key ecological and biological data on the species and help extrapolate this breeding program to other endangered species.

84 hatchlings born as of 2022.

100% survival rate.

Pups are kept in captivity until they reach 45-55 cm long.

First 16 individuals to be released into the wild in March 2023.

Sperm Whales



Surveying sperm whale populations to inform marine policies on the need to designate Marine Protected Areas in Menorca's breeding and nursing grounds.

32 adults, and 8 calves of sperm whales from different social groups observed.



Griffon Vultures



Griffon vultures in Cyprus could go extinct in the next 15 years due to declining populations caused by human-led poisoning.

Cyprus Environment Foundation is supporting the tagging and monitoring of vultures to ensure the survival of the species on the island.

Turtle Doves and White Storks

There is now more than 2000 hectares of contiguous land devoted to nature restoration to create opportunities to bring back species like Turtle Dove and White Storks and provide crucial habitats for new arrivals like Night Herons.

This is thanks to Wilder Selwood – a network of landowners committed to nature restoration in Somerset.



3. REDUCING POLLUTION

There are currently 5 giant garbage patches in our oceans, and the largest – the Great Pacific Garbage Patch – includes an estimated 1.8 trillion pieces of solid waste and covers an area twice the size of Texas (NOAA, 2023). Every year, approximately 500 billion plastic bags are used worldwide and disposed of, often ending up in our rivers, lakes, and seas, and posing serious threats to wildlife and human health.

Fanya Safi Waste Coalition



Lamu Environment Foundation supported the Fanya Safi Coalition to build the capacity of existing community-based waste management organisations engage with local communities through regular community clean-ups, plastic buybacks, and increased household collections, and work on plastic recycling and upcycling processes.

13 local community members hired for the project.

35 tonnes of plastic waste collected in six months – 26 tonnes through community buy-ups. 10 tonnes were recycled.

250 community members engaged in recycling training and collection activities.

Plastic Free Balearics



In 2021, IbizaPreservation and Menorca Preservation joined forces with Save the Med foundation in Mallorca to develop Plastic Free Balearics, a certification scheme to reduce single-use plastics in the hospitality sector of the islands and encourage more sustainable alternatives.

PescArt Menorca, a circular economy project aims to upcycle discarded fishing nets into new, commercially viable artisanal products.

In 2022, IbizaPreservation became a signatory of the UN's Global Tourism Plastics Initiative, which works to promote plastic reduction throughout the tourism sector.

Over 16 tonnes of plastic waste eliminated from the supply chain.

180 businesses certified across the Balearics.

Nurdle Free Lanka



Through 40 volunteer mobilisations, the Nurdle Free Lanka project, initiated by the Pearl Protectors, cleaned over 2000 kgs of nurdles (small plastic pellets) from Sri Lanka's coastline after the tragic sinking of the MV X-Press Pearl cargo ship released many toxic chemicals and billions of plastic pellets into the Indian Ocean in 2021.



4. SLOWING DOWN & ADAPTING TO CLIMATE CHANGE

Intensive agricultural and farming practices produce 19-29% of total greenhouse gas emissions globally (World Bank, 2023). Conversely, the effects of climate change on increasing temperatures and extreme meteorological events are reducing yields and adding pressure on food production systems across the world.

Regenerative Agriculture

Conservation Collective local foundations are working with farmers in the transition from intensive and unsustainable farming to regenerative practices, where soil health, crop diversification, and nature-based solutions are integrated into a holistic approach.



Devon Environment Foundation funds kick-started a new regenerative farming school that trained 22 apprentices in its first year.



Menorca Preservada courses trained 132 agriculture and livestock professionals in sustainable farming techniques and the marketing of organic, local produce, with the potential to positively influence 4225 hectares.



Earth Love LTD trained 17 members of Lamu community in permaculture courses tailored to the unique characteristics of the local soil.



Mallorca Preservation Foundation is working with Camper and APAEMA to deliver regenerative education to professional farmers, technicians, and landowners – 50 trainees to date!



Cyprus Environment Foundation works to encourage rural communities to integrate compost into their farming practices, thus helping the soil and combating desertification.

Carbon Storage and Sequestration

Blue carbon was the buzz word of 2022. We brought together experts for a myth busting session debating the opportunities and the risks including the increased presence of so-called 'carbon cowboys'. Our members continue to fund vital research and pilot projects in this space which done correctly, could present a huge opportunity for people and planet:



Assessing the Blue Carbon potential of seagrass meadows in the Vidattaltivu Nature Reserve to propose nature-positive alternative sources of income for the region, away from mangrove deforestation and shrimp farming.



Analysing 25 hectares of Posidonia meadows in North Eastern Corfu found to store nearly 600 tonnes of CO₂.



Enhancing soil carbon sequestration by using biochar to restore the millions of fungi and bacteria that filtrate the soil and keep it healthy and productive.



HIEF support has enabled us to expand our community led native oyster restoration work into the Northwest of Scotland, empowering coastal communities to take practical steps to address environmental decline in their own areas with an oyster nursery large enough for habitat restoration in Loch Broom, and other projects in the area."

[AILSAN MCLELLAN, SEAWILDING \(HIEF GRANTEE\)](#)

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



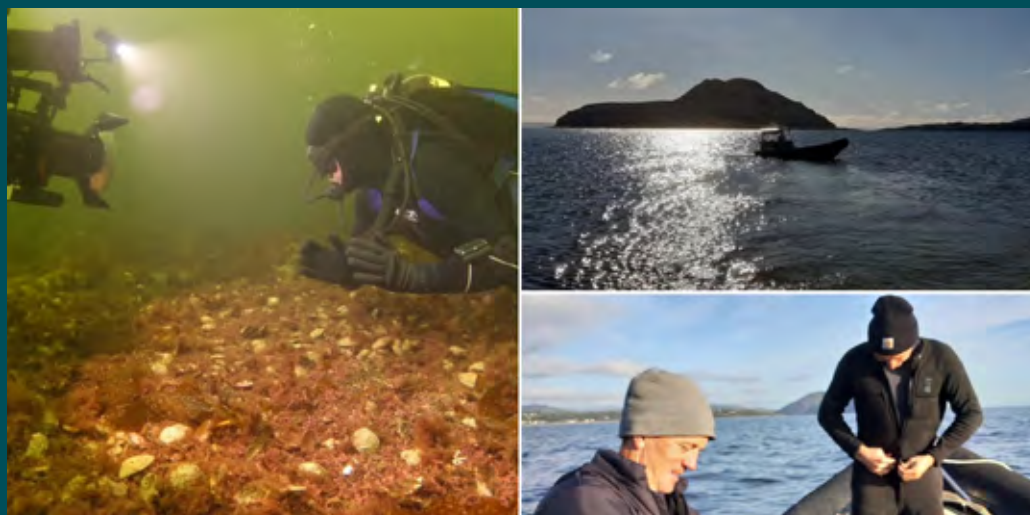
Increased use of low carbon technology and energy



1. GREATER APPRECIATION FOR THE NATURAL WORLD

Facilitating the access of the public to the natural world is one of the most effective ways to raise awareness about environmental conservation, while also harnessing the hugely beneficial effects on mental health and overall happiness. Sadly, in the past decades, access to nature has become a luxury not everyone can enjoy, with most individuals from unprivileged backgrounds being deprived of it (Groundwork UK, 2021).

COAST Youth Action Programme



Young islanders often have to leave their communities in search of work. The Highlands and Islands Environment Foundation (HIEF) is supporting the Community of Arran Seabed Trust (COAST) to work with young people to develop meaningful jobs in nature conservation. By involving local youngsters right from the start, COAST and HIEF hope to nurture a passion for the preservation of nature and enable livelihoods that allow them to stay and champion conservation in their hometowns.

Lamlash Bay No Take Zone (NTZ) was the first Community-led Marine Reserve of its kind in Scotland when established in 2008. No fish or shellfish can be taken from its waters or seabed, including the shore area.

South Arran MPA includes maerl beds & seagrass.

As seen on David Attenborough's Wild Isles documentary series.

Screening of 'Mediterranean – A Life Under Siege'



The documentary showcases the magical yet vulnerable Mediterranean ecosystem and species, and the efforts to preserve them.

Screenings by the Cyclades Preservation Fund in Paros, Syros, Thessaloniki, Athens, Kimolos, Skiathos, Volos gathered 911 attendees over the 2022 summer.



Environmental Awareness-Raising through the Arts



Lamu Environment Foundation and Cyprus Environment Foundation supported local partners performing theatrical arts to educate, inspire and empower communities and young people in nature conservation and the fight against climate change.



2. GOVERNMENT, INSTITUTIONS & THE MEDIA ACTING IN WAYS TO SUPPORT THE NATURAL WORLD

2022 was a year of environmental landmarks. During the UNFCCC COP 27 in Egypt governments across the world negotiated to establish the loss & damage fund to help vulnerable nations fight against climate change. Just a few weeks later, signatories of the UN Biodiversity Conference COP 15 in Canada agreed to concrete measures to protect 30% of the land and marine environments by 2030.

Tracking Devices for Small Scale Fishers



Data scarcity in the fisheries of Barbados hinders the effective sustainable management of the sector, which is severely threatened by overfishing and marine pollution. In 2022, the Barbados Environmental Conservation Trust and local partner Barbados National Union of Fisherfolk Organisation (BARNUFO) launched the project DigiFish to promote digital technologies and innovative data analysis in the fisheries industry. The initiative equips local fishing vessels with a monitoring and tracking device to improve monitoring and ultimately combat Illegal, Unregulated, and Unreported (IUU) fishing, and support marine spatial planning. Regulated & monitored access by small-scale fishers reduces overfishing and allows overexploited populations to recover. The project continues into 2023 thanks to Edmiston Yachts.

Data used to identify and report IUU fishing to the national coast guard.

150 small scale fishers participating and tracking devices installed on boats.

Project to be replicated in St Vincent & the Grenadines in 2023.

2022 Winner of the Export Barbados - Compete Caribbean Ocean Innovation Challenge.

Preventing Under Water Noise Pollution



Acoustic Deterrent Devices (ADDs) are commonly used by aquaculture businesses to keep farmed fish predators away. However, dolphins and other marine mammal species are heavily disturbed by the loud noise of ADDs as their hearing sense which they use for foraging and reproducing is impaired. In 2022, the Highlands and Islands Environment Foundation funded the Environmental Standards Scotland and Coastal Communities Network's successful campaign to urge Marine Scotland to end the unlawful use of ADDs against protected species such as harbour seals and porpoises.



This is a great result. Harbour porpoises and dolphins will enjoy greater protection as a result. Any salmon farmers who try to use ADDs must now expect enforcement action against them. CCN members will be watching – and indeed listening – for any lawbreaking..."

DAVID AINSLEY, SEALIFE ADVENTURES AND SUPPORTER OF CCN

Sustainability Observatory



Through its Sustainability Observatory, IbizaPreservation identifies and tracks the evolution of a wide range of environmental and socio-economic indicators such as biodiversity, waste, water, energy, territory, and tourism in Ibiza from a data-driven, scientific perspective. Since 2022, the Observatory has been fully funded by the local island government, the Consell of Ibiza. The annual reports, which receive widespread media coverage, help to inform environmental and planning policy decisions.

3. BUSINESSES BECOMING NATURE POSITIVE

Addressing the nature crisis requires a critical shift towards nature-positive models in three key socio-economic systems: food, land, and ocean use; infrastructure and the built environment; and extractives and energy (World Economic Forum, 2020). Such a transition is needed both to stave off the rising risks associated with the loss of nature and to meet the growing demands of investors and other stakeholders for businesses to fulfil a positive role in society.

Beekeeping



The Lamu Environment Foundation supports Save Lamu's initiative to create a sustainable and locally governed collective of beekeeping businesses to protect Lamu's vital mangrove forests while enhancing the livelihoods of mangrove-dependent communities. This initiative helps restore degraded mangrove forests actively through replanting and passively through increasing bee pollination.

13 active bee colonies.

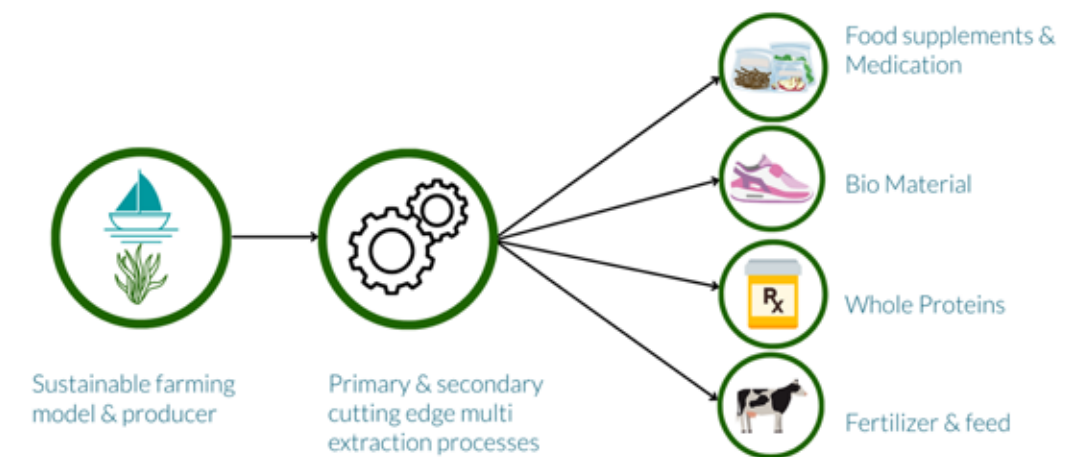
36 active beehives ready to produce honey during the 2023 harvest.

9 local community groups enrolled in the beekeeping program and training.

Seaweed Farming



In 2020, The Devon Environment Foundation helped kick-start Biome Algae (now England's leading seaweed farming company) with a social loan to develop its farm model. In 2022, Biome Algae secured an investment that will enable it to scale up over the next 5 years, to farm over 400 hectares along the UK's south west coast, and build state-of-the-art drying and processing facilities powered by renewables. Farming and bio-processing UK native seaweed species has a multitude of benefits from food security to plastic alternatives, marine ecosystem restoration, as well as support for local communities and providing a carbon storage sink. The repayments of the loan will be 'recycled' as future grants to support more local environmental projects



4. CHANGES IN PUBLIC BEHAVIOUR

When talking about environmental solutions, individual action can turbocharge collective power. It is estimated that to preserve a liveable climate, the average emissions per person per year will need to drop from 6.3 tonnes of CO₂/per person to around 2 to 2.5 tonnes by 2030 (UN, 2023). While such a goal can seem staggering – and, in some cases unrealistic and unfair – nature-based solutions can help us mitigate our impact on Earth.

Leeward & South Coast Sea Turtle Project



Across the world, marine turtles face risks when they come ashore to lay their eggs on the beach. In the Caribbean, illegal poaching, hunting, and coastal development seriously threaten the survival of the local turtle populations. In St Vincent and the Grenadines, St. Vincent & the Grenadines Environment Fund is training local community members on turtle conservation activities such as population & nest monitoring, and beach surveillance and protection. By highlighting the ecological and financial values of having a stable population of turtles nesting on the beaches of the country, this project is turning local communities into stewards for marine conservation. This project continues into 2023 thanks to support from Edmiston Yachts.

Over 25 participants
trained.

9 beaches monitored
by local rangers.

Identification of beach erosion, heavy vehicle presence
and poaching as causes of failed nesting.

103 days monitoring.

Restoring the Tuscan Watershed



Tuscany Environment Foundation organised a series of workshops, round-table discussions, and practical demonstrations on how the general public can restore and regenerate the drying landscape of the Tuscan region and improve water security. The sessions, led by water management and ecosystem restoration experts Zach Weiss and Lorenzo Costa, explored the basics of designing and implementing water-retaining landscapes.

35 participants attended from Italy, UK, Germany, Spain, Austria, Canada, USA, Mexico.

Say No to Bush Meat Sri Lanka



With the demand for bush meat on the rise in Sri Lanka, this trilingual campaign helps consumers better understand how their actions have negative consequences on biodiversity populations around the island.

Between 2020-2021 twenty endangered leopards
died caught in snares.



5. INCREASED PRODUCTION & USE OF SUSTAINABLE PRODUCE

Consuming local, organic produce reduces single-use plastics and CO2 emissions and benefits local communities and economies. In addition, local and seasonal foods have higher nutritional value and are full of flavour. On the other hand, invasive alien species (IAS), can cause the extinction of native plants and animals, reducing biodiversity, competing with native organisms for limited resources, and altering delicately balanced ecosystems.

Ibiza Produce



In answer to the increasing demand for local products, IbizaPreservation's Ibiza Produce project connects hospitality businesses, food retailers, and consumers with the island's farmers and cooperatives. By promoting the consumption of sustainable, KMO foods, Ibiza Produce aims to regenerate the island's natural landscape and support farming techniques that move away from intensive agricultural practice.

1023 hectares of organic farmland across 35 organic farms.

Regenerative agriculture and food waste workshops attended by 185 participants.

Edible Invasive Marine Species



Encouraging fishermen, restaurants, and consumers to respectively catch, serve and eat edible invasive species from the Mediterranean such as blue crab and lionfish helps control the damage they inflict on native species and ecosystems. Native, over-exploited fish stocks benefitting from this include apex predators such as bluefin tuna, swordfish, dusky grouper. See the back page for a recipe inspiration!

In 2022, across Greece's 'Pick the Alien' and Cyprus 'Fish the Alien' projects:

182 engaging & informative events.

19 gastronomic events.

58 local chefs trained.

More than 2500 people joining.



6. REDUCED WASTE & IMPROVED WASTE MANAGEMENT

It is estimated that every year between 500,000 and 1 million tons of fish nets are discarded at sea, accounting for 10% of global marine litter (WWF, 2020). Marine wildlife including sea turtles, sharks, and marine mammals are at great risk of becoming entangled in these so-called ghost nets and dying from asphyxiation or starvation.

Removing Abandoned Fishing Nets



In 2022 Marevivo's Giglio Blue Island project, employed volunteer divers in recovering waste and hundreds of metres of abandoned fishing nets from the seabed around the island. This grassroots initiative increases the awareness of local divers in their role as protectors of the island's seabed. The project also involves creating informative panels encouraging the local community and tourists to protect Tuscany's precious marine biodiversity.

2,200 m of seabed surveyed.

400 kgs of 'ghost nets' recovered in just one day.

Collecting Marine Plastic Pollution



Till the Coast is Clear is a community plastic pollution clean-up scheme supported by Devon Environment Foundation.

Over 20 tonnes of plastic have been removed from Areas of Outstanding Natural Beauty and marine reserves in the region using a fleet of kayaks made from recycled nets and other materials to access hard-to-reach areas.



Community Led Recycling



Sin.Praxi is a volunteer-led center in an abandoned olive oil factory in Corfu that collects, sorts, and recycles materials that would otherwise be sent to landfill. In 2022, Sin.Praxi diverted upwards of 590 tonnes of material from landfill by successfully engaging over 25 local businesses in the waste reduction and separation process. Sin.Praxi's broader vision is to further contribute to building a circular economy at a community level, engaging more businesses across the island, and establishing an Environmental Education Centre to work with local school children to raise awareness of the importance of proper waste management.

7. INCREASED USE OF LOW CARBON TECHNOLOGIES

Fossil fuels, such as coal, oil and gas, are by far the largest contributor to global climate change, accounting for over 75 % of global greenhouse gas emissions and nearly 90 % of all carbon dioxide emissions (UN, 2023). To keep global temperatures below the 1.5°C increase since pre-industrial levels, it is imperative that more investment and infrastructure go towards alternative sources of energy that are clean, accessible, affordable, sustainable, and reliable.

Energy Communities in Menorca and Mallorca



Menorca Preservation catalysed the creation of the first Clean Energy Community in the Balearics with local businesses from the Industrial estate in San Luis, including an initial participation of 15 businesses and the collaboration of the local San Luis Town Hall and the Balearic Institute for Energy. This initiative has great replicability and enabled Mallorca Preservation foundation to subsequently support the creation of a Clean energy community in the industrial estates of Son Bugadelles (Mallorca). The community model presents an innovative formula for eco-social transition; generating a dynamic structure of shared clean energy installations, with a great potential for growth and replicability, not only across the Balearic Islands, but Europe as well.

Sant Lluís community:
12,000 m² of rooftops for
photovoltaic panels.

**Capacity to create 230,000
KWh during its first year.**

**Photovoltaic output of 5,000
MWh = annual decrease of
14,000 tonnes of CO₂.**

Son Bugadelles community:
28 potential companies
participating.

Renewable Energy Certificates Pakistan



Renewable energy certificates (RECs) are market-based instruments that represent each 1 megawatt-hour (MWh) of electricity that is generated and delivered to the electricity grid from a renewable energy resource, and that can be purchased by any entity wanting to offset their non-renewable energy consumption. Pakistan Environment Trust has been approved by the REC regulatory body I-REC Standard as the sole accreditor of Renewable Energy Certificates in Pakistan; thus facilitating financial viability of producing renewable energy. The market has the potential to generate more than \$1 million in additional annual revenue for renewable energy project owners and has already mobilized more than \$100,000 in Pakistan.





09

FINANCIAL SUMMARY

The Conservation Collective provides funding and fundraising opportunities for members.

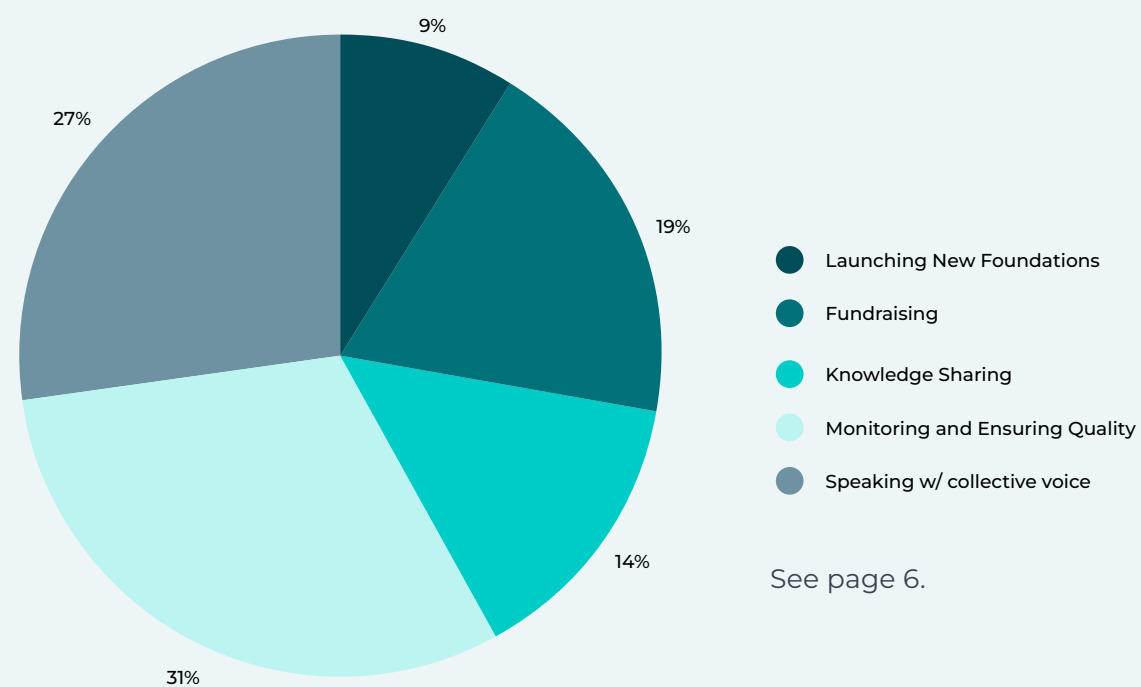
Total Income Network



Total income includes funds raised by CC core, branches and affiliates in the UK and through local organisations.
Total raised locally by affiliates 2021: £1,188,674; 2022: £1,840,901.

CC Core

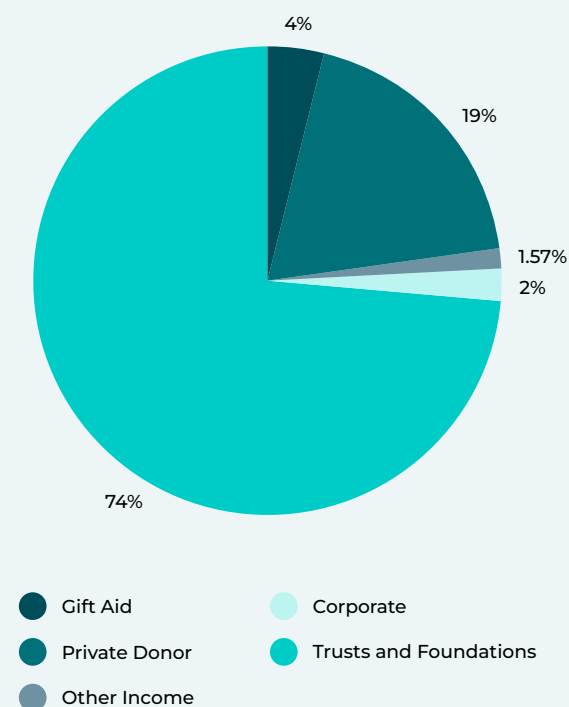
How is every £ spent?



See page 6.

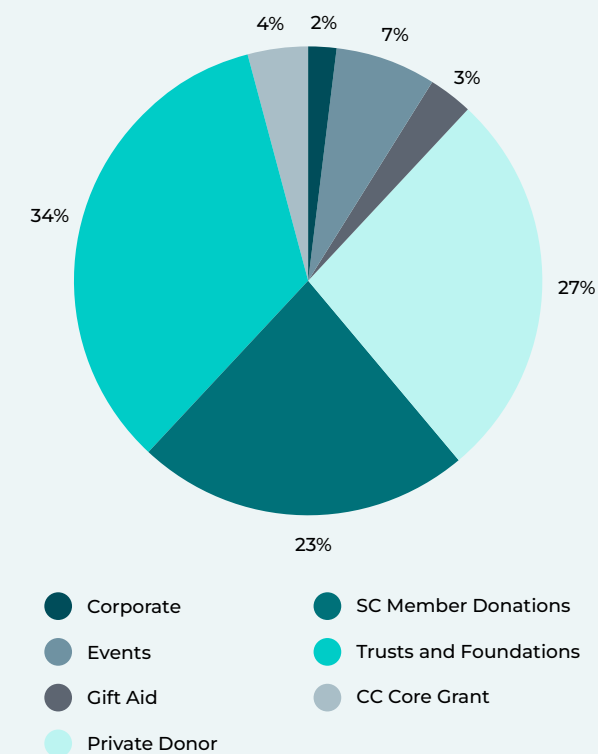
CC Core

Income breakdown



Branches

Income breakdown

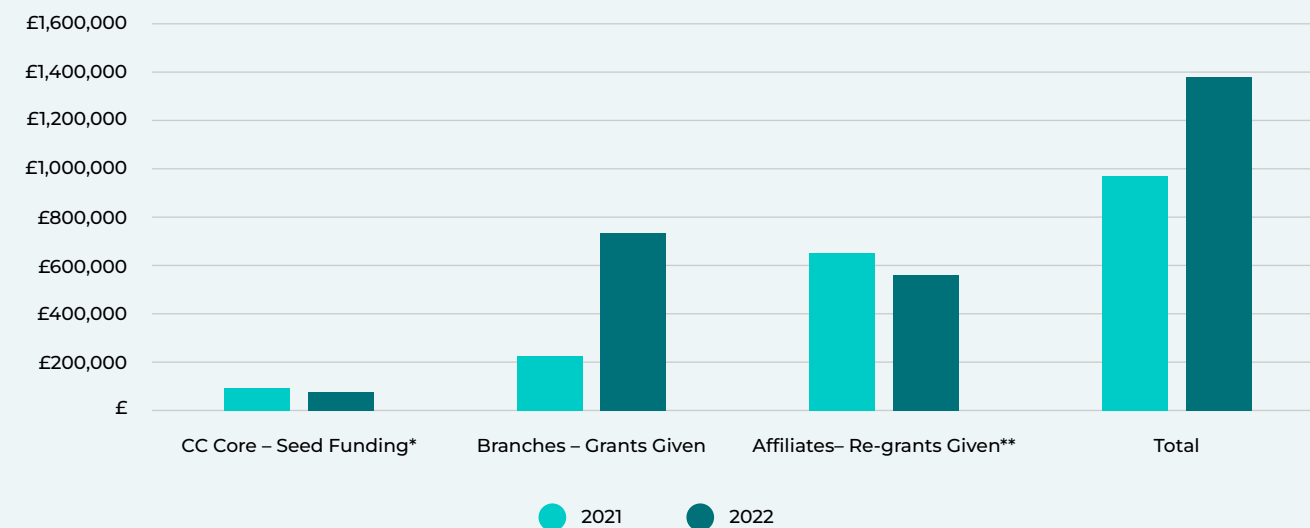


– In 2022 the Conservation Collective raised £659,879 (income channel breakdown above) to drive its core operations (up from £332,427 in 2021) supporting the network.

– The Conservation Collective branches cumulatively raised £974,507 and the income channel split is depicted above.

– Across the network, for every £1 spent on fundraising £17 was raised!

Charitable Expenditure



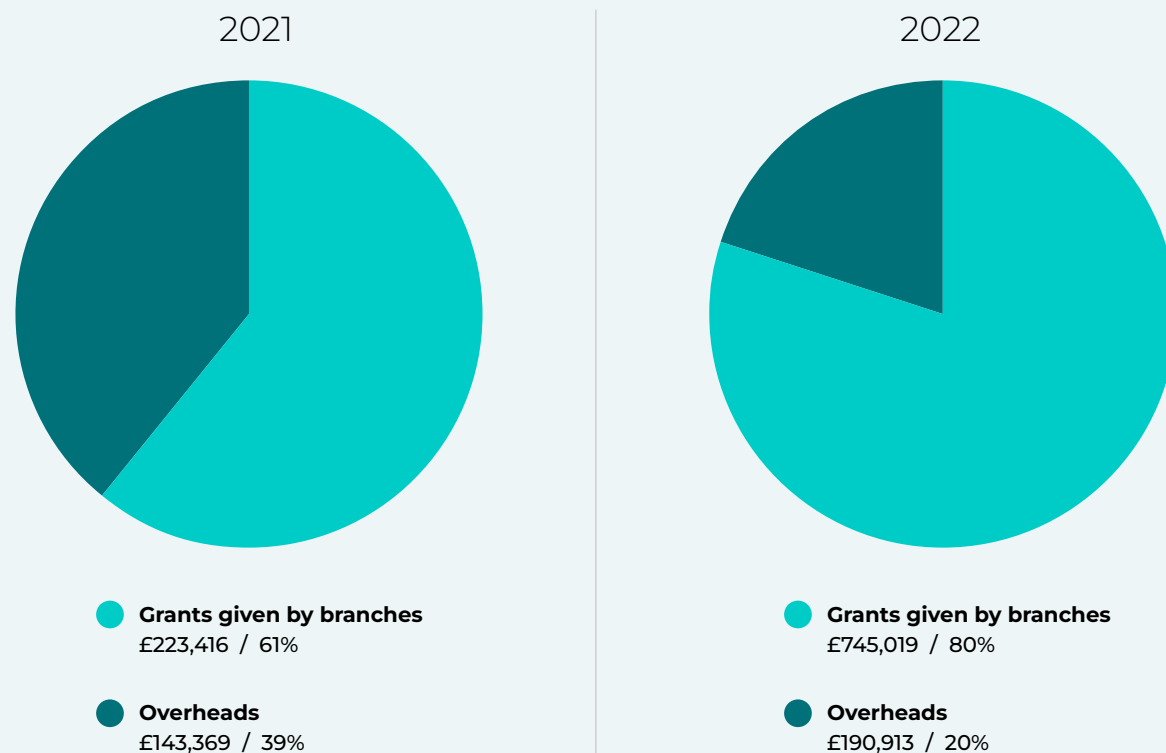
*start up funds provided to new foundations

** funds raised on behalf of affiliates through the UK to support their local grant programmes.

Total grants breakdown – this chart shows CC core seed funding (our support to new foundations), grants disbursed by our branches, and restricted funding channelled to affiliates.

Each branch has one full-time director at the outset, and a target that 70% of the total expenditure should be given out as grants within three years.

Expense Distribution



DEF is doing an incredible job of discovering pioneering nature regeneration projects. It's a brilliant way to expand our mission of reconnecting people to nature & their natural human potential, and to kickstart a halo of positive change for a regenerative future."

GALAHAD CLARK, CEO OF VIVOBAREFOOT

Income vs Expenses CC Core



In 2023 we will build up reserves to be able to further support the network, through a 'Growth Pot' for increasing impact within the group.

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 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.

WORKING THROUGH OUR FOUNDATIONS

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.

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WHO WE ARE

People are at the root of everything we do. Each of our foundations is led by an Executive Director who works tirelessly to protect nature in their beautiful part of the world.



OUR PEOPLE

In March 2022 we gathered 17 representatives from across the network in Ibiza to spend a week learning from each other and exploring the work of Ibiza Preservation, the longest running foundation in Conservation Collective. This was such a success, it will be an annual event, in May 2023 25 of us will meet in Corfu!

This year saw the start our first leadership development cohort led by Conservation Coaching, which has been hugely valuable in helping us hone our conscious leadership skills, balancing the constant stream of exciting opportunities we face with stronger boundaries, ensuring we keep up the good work without burning out!



I felt so supported, connected, inspired and left our Global Gathering with a long to do list. Grateful to be part of this family!"

HANNAH EVANS,
LAMU ENVIRONMENT FOUNDATION
(EXECUTIVE DIRECTOR)

TEAM

Jade Brudenell
Executive Director



Kendra Walsh
Network Director



Paulina King Bravo
Finance Director



Nikki Harrison
Operations Manager



Berta Manzano
Communications Manager



Sekoah Kwon-Salkin
Development Officer
(January 2023)



OUR FOUNDER & CHAIRMAN

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



Ben is the Chief Executive Officer of Menhaden, a London-listed, sustainability-themed investment company. Ben is also a Trustee of the Children's Investment Fund Foundation (CIFF), one of the world's largest climate change focused philanthropic funds. Ben served from 2018 until 2022 as a Non-Executive Director of the UK Government's Department of Food, Environment and Rural Affairs.

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 Moehrensclager, Biodiversity | Katie Matthews, Marine Ecosystems | David Newman, Waste Management | Jonathan Hall, Birds and Invasive Alien Species | Astrid Vargas, Regenerative Agriculture | Mark Beeston, Mangroves | Lux Magazine, Responsible Culture and Philanthropy | Brendon Moorhouse, Environmental Law | Max Bello, Marine Protected Areas | Sandra Benbeniste, Responsible Tourism | Hassan Sachedina, Carbon Markets.

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SUPPORTERS

Thank you to our generous supporters without whom none of this would be possible!



AMBASSADORS

Ben Goldsmith

Adelin Coigny / Smile Wave Fund

Anastasios Leventis

Philip & Rebecca Muelder

TRUSTS & FOUNDATIONS



Local people are crucial to not only advocating for nature conservation, but also leading the efforts to protect biodiversity and bring security to vital green and blue spaces. The Linbury Trust is supporting Conservation Collective and their approach to collaborating with communities to do just this; across the world, the Collective are providing valuable peer support, advice and funding to grass-roots groups to ensure they are empowered to make lasting environmental change.”



People can feel powerless to effect change in the face of such huge environmental challenges. But we can. And Conservation Collective proves this. Bringing like minded people and companies together with local environmental initiatives, where real positive change is happening every day.”

OLIVER TOMALIN, FOUNDER & CEO, LOVE BRAND & CO.

CORPORATE PARTNERS



STRATEGIC PARTNERS



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WHAT'S NEXT



HERE'S A FLAVOUR OF WHAT'S GOING ON IN 2023



Over the next year, we will continue to build our profile amongst a bigger audience and will strive to unlock as much funding as possible for our network members.

Whilst we continue to grow, we renew our commitment to upholding the essence of what makes us us – our ability to be entrepreneurial, flexible and opportunistic; and to listen carefully to the local contexts our members are operating in.

Exciting developments with new foundations unfolded early in 2023 with Sicily Environment Foundation selecting its first round of grants in Q1, and the Dalmatian Environment Foundation in early Q2.... Next up – Malta Environment Foundation!



COMING SOON



Legendary music band Depeche Mode and luxury watchmaker Hublot continue their charity partnership on the Memento Mori World Tour this year to support ... the Conservation Collective!

Depeche Mode will donate to the Conservation Collective for it to distribute funds throughout its network to support projects related to environmental clean-ups, single-use plastic reduction, community-led recycling and local waste management efforts, education and more.

PICK THE ALIEN

Lionfish is an invasive species spreading across the Mediterranean at a record-breaking speed, mostly due to warming oceans and the globalisation of shipping through the expansion of the Suez Canal. In the absence of natural predators, lionfish are displacing native species and altering the fine equilibrium of the natural ecosystem of the Mediterranean.

LINGUINI WITH LIONFISH SAUCE

INGREDIENTS	400g of linguini pasta 1 large lionfish, cleaned and filleted 1 onion 3 tablespoons olive oil 3 fresh & juicy tomatoes 3 tablespoons of brandy Parsley Salt Pepper Optional: Rosemary
COOKING INSTRUCTIONS	Boil the linguini and reserve some of the pasta water Sauté the onions, and lionfish with olive oil in a pan Deglaze the onions and lionfish with brandy and add the tomatoes, diced. Add the linguini to the onion, fish, and tomato sauce, and include some of the pasta water. Add salt, pepper, and herbs to taste



JOIN US

SUPPORT YOUR LOCAL FOUNDATION
(donate and spread the word!)

CREATE A FOUNDATION (with our support)
in a place you care about. Get in touch!

**CONTRIBUTE TO A GROWING MOVEMENT OF
EFFECTIVE ENVIRONMENTAL PHILANTHROPY**
Donate now or get in touch!

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 conservation-collective.org

 jade@conservation-collective.org