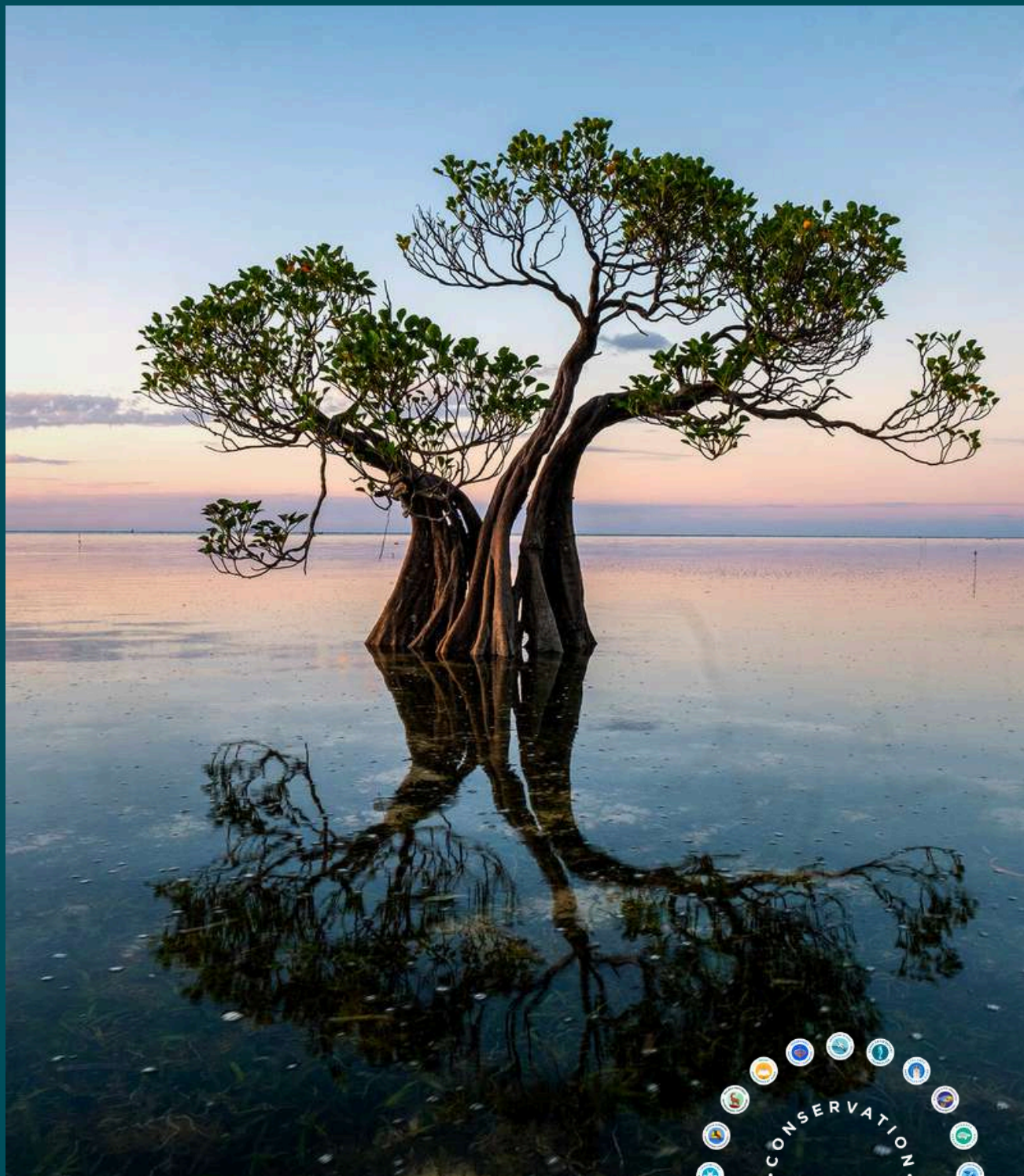


CONSERVATION COLLECTIVE



**ANNUAL REPORT
2024**





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OUR PURPOSE

People worldwide are working tirelessly to protect the wild places they love from the impacts of climate change and the biodiversity crisis.

Environmental philanthropy faces two key challenges: persuading people to direct funds to the biggest issue of our time, and getting that money to the most effective environmental initiatives.

Conservation Collective has a proven and winning formula for both.



So how do we help?

We launch, fund and grow local environmental Foundations to support the best and most effective grassroots projects. Often those most affected by environmental problems are those best positioned to solve them.

By building clubs of donors linked to places they care about passionately, we 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 protect the places we love.

Our growing ecosystem of Foundations has already raised millions of pounds for impactful initiatives, and we are only just getting started...

The power of Conservation Collective lies in our ability to replicate our model in new locations, raise funding effectively and efficiently, and share knowledge and expertise across the network. As a global ecosystem, we pride ourselves on removing barriers, empowering communities and getting things done. Together we'll protect and restore the wild places we know and love.

BEEKEEPERS IN LAMU, KENYA photo by Lamu Environment Foundation



Conservation Collective's Foundations share the belief that local action can unlock solutions to shared global challenges and that this is best achieved by empowering communities to protect their local environment through a 'bottom-up' approach.

OUR VALUES

Our values underpin every part of our work. We strive to be nimble, unbureaucratic, and responsive, to meet the urgent needs of nature and people.

POSITIVITY

We are driven by hope and the belief that positive change at the grassroots level can create a real and lasting impact.

OPENNESS

We aim to be open and transparent in all that we do. We do not claim to be experts but are passionate and always learning by working together and with others.

COLLABORATIVE

Everything we do draws on the expertise of our network to ensure our approach is realistic and achievable across different organisational and geographic contexts.

INCLUSIVE

Everyone has an important part to play in building this movement regardless of their gender, culture, ethnicity, age, religion, sexual orientation or ability.

CREATIVITY

Responding quickly to opportunities and adapting to challenges we encounter, helps us to move fast to meet the urgent needs of our work. Promoting and celebrating our achievements can inspire others to replicate success and share learnings.

A NOTE FROM THE TEAM

It is clear that the world is undergoing a profound cultural shift. People everywhere are coming to understand the vital, visceral importance of nature in our lives. And they are demanding serious efforts towards restoration. Philanthropy plays a vital role in all of this. Small grants, well directed, can leverage dramatic changes.

Each time Conservation Collective arrives in a place, in the form of a new local environmental foundation, the positive impact is immediate and transformational. From vultures reintroduced to the skies of Cyprus, to mangrove forests brought back to life in Lamu, to the re-oystering of the western Highlands and Islands, Conservation Collective is making amazing things happen. And I'm so very proud of that, and grateful to our team and our donors.



BEN GOLDSMITH

Founder

This has been a transformative year for Conservation Collective, with significant income growth, new partnerships, and bigger audiences.

At Conservation Collective, we pride ourselves on being nimble, opportunistic and unbureaucratic. We're in the business of opening new channels of funding, creatively matchmaking and opening doors wherever possible. We're eternally grateful to our private donors at the local Foundation level, without whom these agile agents for change wouldn't be able to blossom so beautifully. Much like the wild we seek to protect, our funder ecosystems build resilience through diversification. Our donors range from private donors, to brand partnerships (pages 57-64), to strategic partnerships (TUI Care Foundation, page 45, Blue Marine, page 27, Turkey's earthquake coalition, page 30) to innovative trials with Nature Finance (page 67) and Crowdfunding campaigns (page 53).

Our goal is to ensure wide and committed supporter bases, to ensure a strong legacy for Conservation Collective Foundations and the local environments and communities they're protecting.

Our global movement is powered by passionate, dedicated individuals committed to protecting and restoring nature. This year the number of people involved has grown at every level – grassroots projects, local and central teams.

To support this, we've invested more time and resources than ever, harnessing the expertise within our network through regular knowledge sharing webinars, best practice guidelines and toolkits, technology and training. Our goal: to build robust organisations and to amplify our collective impact.

Our Global Gathering remains a highlight of the annual calendars, uniting those driving this movement in person (page 13). Last year we hosted our most inspiring Collectives Awards ceremony to date – celebrating the very best work across the network (page 15). The spirit of collaboration is what makes Conservation Collective unique and powerful. Local foundations are becoming the 'go to' hubs for local environmental action in their areas.

We couldn't be more proud of our progress.



JADE BRUDENELL

Executive Director



KENDRA WALSH

Network Director

OUR FOUNDATIONS



A YEAR IN REVIEW

2024 was an extraordinary year for Conservation Collective events, filled with meaningful connections and inspiring conversations.

We hosted numerous incredible fundraising events for our local Foundations in London and beyond. We also joined some high-profile forums, where important policy discussions took place, with the potential to shape the future of nature protection and restoration.

By reaching new audiences and deepening support, we strengthen the awareness and funds channelled to these vital initiatives led by our local Foundations, ensuring they continue to thrive.

From documentary premieres to galas, networking events, talks, and a fundraising swim in Greece: our global community is growing stronger, and our presence is reaching further than ever before. Our approach embodies the slogan: act local, think global.



Sofia Matsi, Executive Director of Cyprus Environment Foundation, speaking at their three year anniversary Networking Event



Ben Goldsmith with lead singers of Depeche Mode, Dave Gahan and Martin Gore and Ricardo Guadalupe, CEO of Hublot in Berlin.



Blue Earth Summit panel with Jade Brudenell, Executive Director of CC, Amanda Keetley, Executive Director of Devon Environment Foundation, Rob Love, Founder of Crowdfunder, & Rossella Beaugié Founder of The Thinking Traveller



Albania Overboard swim with Villa Collective in Corfu raised over €40,000 for Ionian Environment Foundation



Six inches of Soil film screening & panel in London

Menorca Preservation fundraising gala which raised over €100,000



CC at Luxury Communications Council with Edmiston's Alex Holden.



Bryan Adams speaking at St. Vincent & the Grenadines Fund fundraising dinner in London. The event raised over £100,000!



Ibiza Preservation Gala raised over €150,000



CC team at the Carols for Conservation event hosted with Lanka Environment Fund in London.



GLOBAL GATHERING



This year's annual Global Gathering, hosted by Devon Environment Foundation (DEF) was an inspiring and enriching experience, bringing together 25 local environmental change-makers from around the world.

Each year, our Foundations across the globe convene to share best practice, exchange lessons learned and foster collaboration. This year, we gathered in Totnes, Devon, staying at the historic Sharpham House, where we spent three days learning from one another, envisioning our future, and connecting with local environmental initiatives.

From the moment we arrived, we immersed ourselves in Devon's natural beauty, enjoying an evening at Blackpool Sands beach with sea dips, a sauna, and a fire pit gathering.

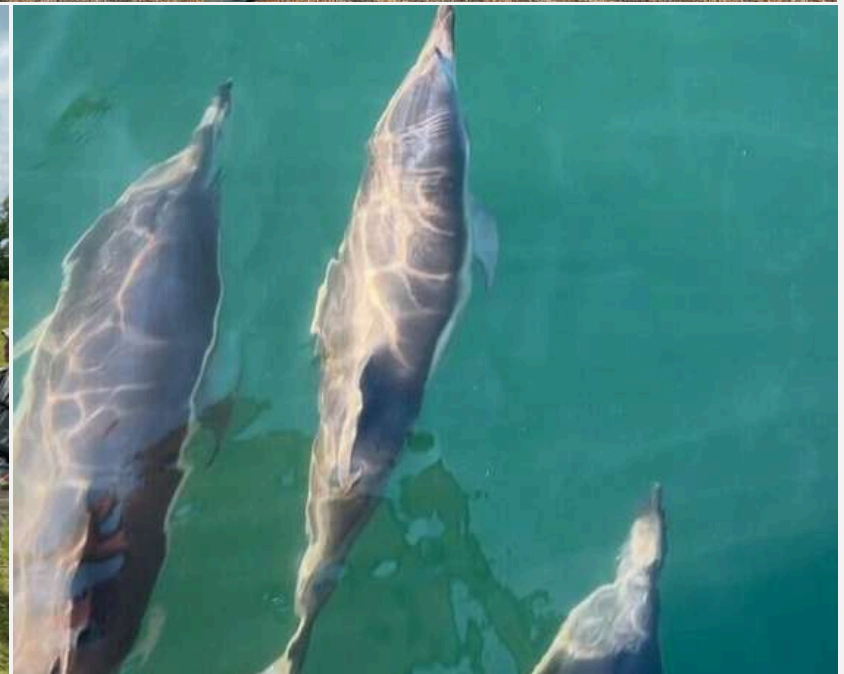
Our days were filled with strategy workshops, spotlight interviews, and visits to impactful local projects. Highlights included a future gazing session led by writer and sustainable travel expert Holly Tuppen, a visit to Brixham to support a beach clean-up with Till the Coast is Clear (DEF grantee), and an inspiring wildlife boat cruise where we were treated to a very close encounter with a pod of dolphins.

We visited the trailblazing regenerative agriculture hub at the Apricot Centre, gaining insight into this DEF-funded initiative, then gathered for group discussions in Dartington's Glade.

The week culminated in London at The Collectives Awards ceremony at Wild by Tart (see next page), where we celebrated our achievements, networked, and reflected on the impact of our shared mission. This inspiring evening was the perfect way to close an extraordinary gathering.

A huge thank you to our hosts and supporters who made this event so special - DEF, Sharpham House, Rockfish, Funfish Trips, the Apricot Centre, Till the Coast is Clear, Salcombe Brewery, Hattiers Rum, Salcombe Dairy, Wild Sea Collective, Devon Concierge Company, and Sophie Pavelle, author of Forget Me Not.

This gathering was a testament to our collective impact, and we look forward to continuing this journey together.





THE COLLECTIVES GALA & AWARDS

The Collectives Awards is dedicated to honouring and celebrating the remarkable achievements of CC's locally-focused Foundations. This year's awards ceremony was an unforgettable evening. Rory Bremner had the audience in stitches with a hysterical skit, while our Founder, Ben Goldsmith, took on the role of auctioneer, raising thousands to protect the wild places we all know and love.

A huge thank you to our wonderful host, Wild By Tart, and our generous sponsors: Vivobarefoot, Biofarm, Depeche Mode, The Thinking Traveller, Journeys with Purpose, Seastar House Barbados, Hattiers Rum, and Coldplay.

Above all, the evening was about celebrating our outstanding local impact heroes. The calibre of this year's projects has been exceptional. We are immensely proud to showcase the work supported and enabled by our inspiring Foundations.

The best grant awards, across our four Impact Goals, are judged by CC's Global Advisory Panel—a distinguished group of sector experts who offer ad hoc support to our network. Applications were assessed based on their potential for replicability, scalability, the urgency of the issues being addressed, and the tangible impact created by the grant.

THE WINNERS



FUNDRAISING

In Autumn 2023, DEF had raised over £1,000,000. This impressive amount was achieved just over three years since the Foundation was launched. DEF collaborates with local partners to maximise impact, expanding and accelerating vital nature restoration activities across Devon.



BEST IMPACT

Securing a grant from the Spanish Ministry of Social Rights and Agenda 2030 turbocharged the impact of the Plastic-Free Menorca Alliance. It enabled the team to carry out plastic reduction, education and clean-up activities across the entire island.



BUILDING CLIMATE RESILIENCE

Blue Carbon Assessment

This project analysed the seagrass within the Viddaltivu Nature Reserve to assess its blue carbon stock. It yielded extremely impactful results and led to the establishment of the Nature Reserve as a seagrass and blue carbon hotspot in Asia.



RESTORING NATURAL HABITATS

Posidonia Protection

This project collected data across posidonia meadows in some of the most vulnerable areas of Ibiza, sharing it with the local government. This led to a commitment to install eco-moorings, alleviating anchor pressure. IP is also working with sailors to raise awareness of best practice through a responsible boating course.



PROTECTING NATIVE SPECIES

Native Oyster Restoration

Across Europe, there has been a 95% decline in native oysters, due to pollution and disease. This grant enabled the establishment of an oyster nursery, to repopulate lochs across the Highlands with juvenile native oysters. Additionally, this project engages with local schools and volunteers to train and engage them to champion marine conservation in their area.



REDUCING POLLUTION

Plastic-Free Agriculture

Plastic is often used in agriculture to enhance crop production, despite the risk of microplastics infiltrating the soil. Mallorca Preservation teamed up with APAEMA's organic horticulturists to promote the use of a biodegradable film made from potato starch. 19 farms are now equipped with this material, replacing 718 acres of plastic mulch.



OUR WORK

“You can argue that optimism is in short supply. Like so many valuable resources, optimism is nurtured by clusters of talented and imaginative people who focus on delivering real changes in their own landscapes. Conservation Collective is an exemplar of such a cluster.

Last year I met local leaders from across the network and was deeply inspired by the scope and scale of their work, and their deep commitment to support their communities and to rebuild nature. Their work encompasses areas of outstanding natural and cultural diversity including places right on the front line of climate change and extinction. Conservation Collective delivers because it is fuelled by fierce blend of justified optimism, hard work and commitment to communities.”

MIKE MAUNDER, CONSERVATION COLLECTIVE TRUSTEE

THEORY OF CHANGE

CONSERVATION COLLECTIVE ACTIVITIES



Launching new Foundations



Fundraising



Speaking with a collective voice



Governance & risk management



People & culture



Impact & learning

FOUNDATION ACTIVITIES



Working through & with communities



Encouraging more effective environmental philanthropy



Supporting grassroots action



Raising awareness of the natural world & its value



Improving understanding of conservation issues & 'what works'



Promoting & supporting collaboration



Encouraging businesses & consumers to act more sustainably



Influencing governments & other institutions

ENVIRONMENTAL

SOCIAL

OUTCOMES

ECONOMIC

POLICY



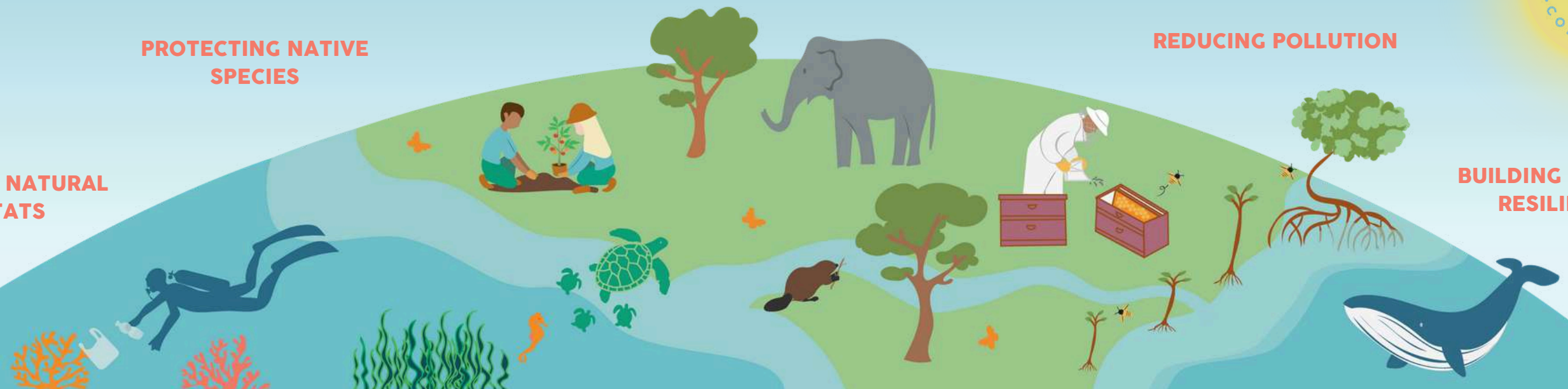
OUR IMPACT

PROTECTING NATIVE SPECIES

REDUCING POLLUTION

RESTORING NATURAL HABITATS

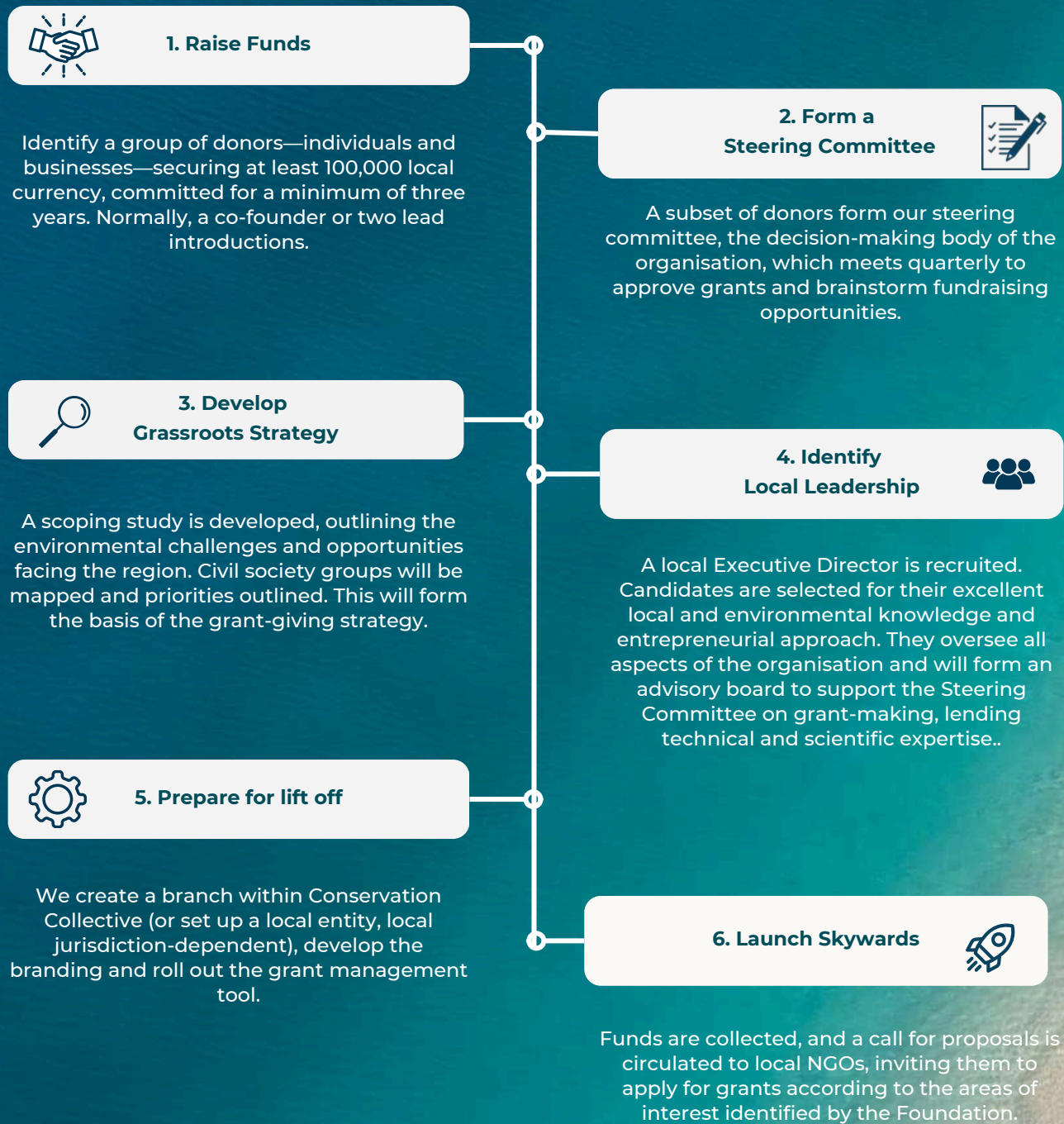
BUILDING CLIMATE RESILIENCE



LAUNCHING NEW FOUNDATIONS

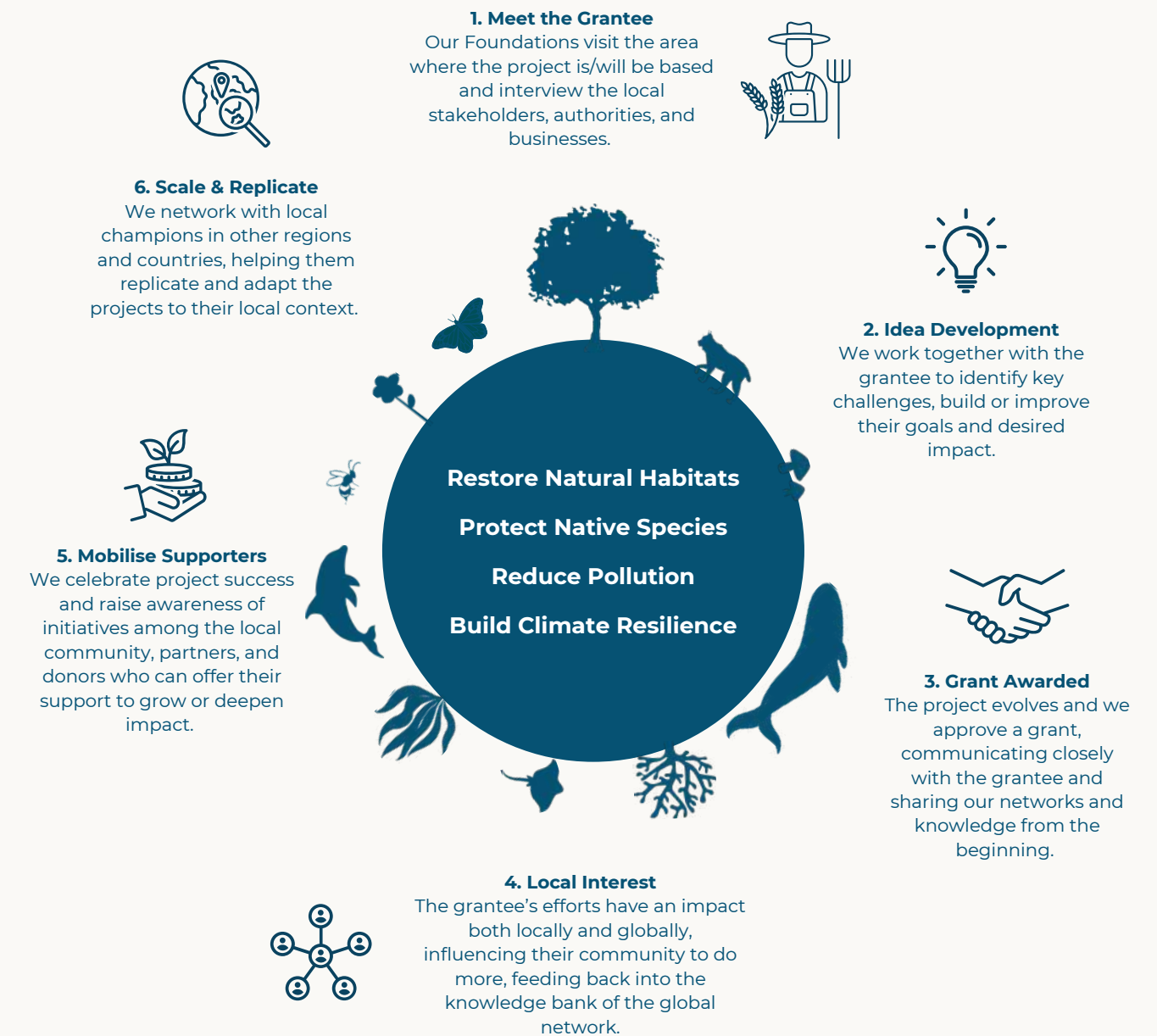
Conservation Collective raises funds from people and businesses that feel connected to a particular wild area: from its land to its coastlines and waters. Once set up, our Foundations distribute funds to the best grassroots initiatives working resolutely on the ground to protect and restore the natural world around them.

When setting up a new local Foundation, we follow six key steps:



GRANT-MAKING STRATEGY

How our Foundations enable, mentor, facilitate and catalyse change through participatory, trust-based philanthropy.



ENVIRONMENTAL OUTCOMES

In 2024, Conservation Collective launched its new Impact Measurement Framework: a set of outcomes and measurable indicators designed to enable a wide range of projects across the network to track their impact.

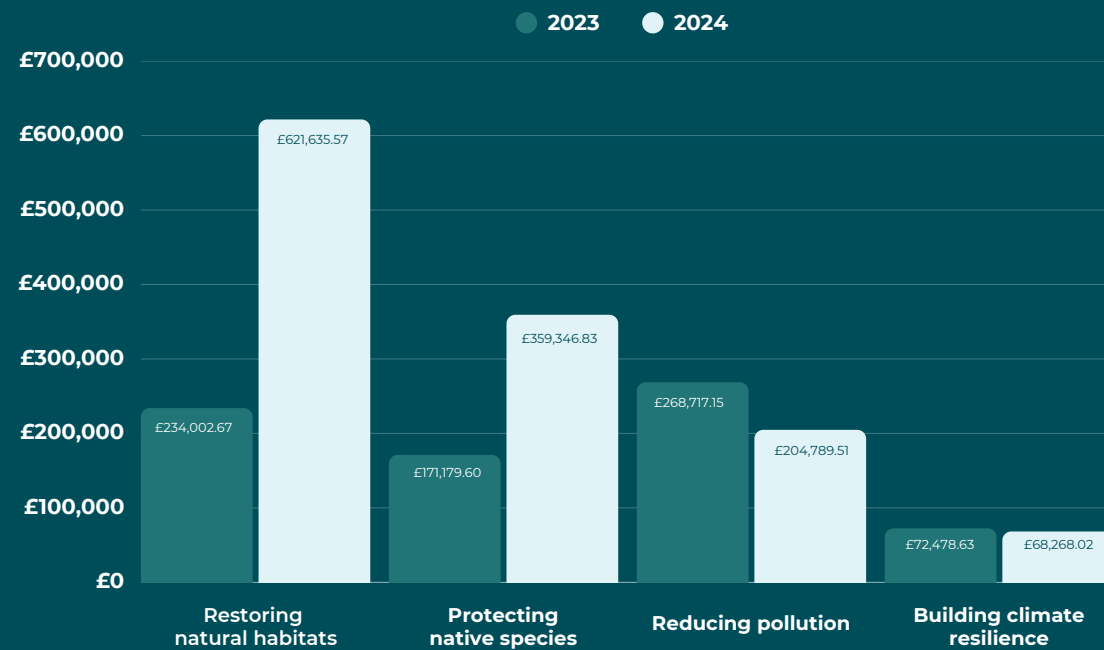
Showcased on this page are the Environmental Outcomes. These represent conservation activities that the majority of projects across our network are working towards, and which contribute to our four overarching aggregate impact goals:

Restoring Natural habitats | Protecting native species | Reducing pollution
Building climate resilience



GRANTS AWARDED BY CC BRANCHES

Branches: 'In-house' foundations of Conservation Collective's UK charity, governed by a Branch Constitution. (Affiliates: Independent, locally registered charities in the Conservation Collective ecosystem.)



RESTORING NATURAL HABITATS

Across the globe, marine life has been brought to the point of collapse by human activities. Just over 90% of commercial fish stocks are fully or overexploited and 90% of large, predatory fish no longer in existence. The life in our oceans is being further threatened by climate change, pollution, acidification and the spread of harmful invasive species.

ECOSYSTEM SERVICES

Ecosystems provide numerous diverse services for us as humans. In marine and coastal ecosystems, these include nutrition for a billion people globally and the sequestration of a third of annual carbon dioxide emissions.

MARINE PROTECTED AREAS

Marine Protected Areas (MPAs) are an essential tool for reversing the global degradation of ocean life. MPAs are designated zones of the ocean established to protect habitats and sea life. By removing pressure from fishing and other harmful activities, biodiversity in protected zones can bounce back, often recovering remarkably fast, restoring the valuable ecosystem services upon which we all depend. It has been reported that biomass in fully protected MPAs can be 670% greater than in adjacent unprotected areas.

Currently, **only 8.3% of the planet's oceans are protected in this way**, falling short of The Global Ocean Alliance's target to protect 30% by 2030. Furthermore, only one third of designated MPAs are actually protected effectively.

For too long, local communities have been excluded from decision-making conversations around marine conservation. In many cases this has led to insufficient local buy-in towards designated MPAs, resulting in so called 'paper parks' (those existing on paper, declared top-down by national governments, but misaligned with local interests and therefore largely ignored and ineffective).

To achieve the intended ecological, economic and social objectives, MPAs require good planning, design and management, and effective monitoring. Most importantly, these areas must be created and supported by the local communities in which they are based. There is a robust economic case for the creation of such zones; a study by the Marilles Foundation showed that for every euro invested per year in the Llevant Marine Reserve (Mallorca), an economic benefit of €10 was generated.

Foundations across Conservation Collective's network are pushing for effective MPAs - managed for the benefit of nature and people. Work supported includes research, community engagement, education, policy and advocacy alongside various media campaigns.



CYPRUS

Lara-Toxeftra was designated as Cyprus' first Marine Protected Area in 1989. This region is an example of a 'paper park', existing in theory but not practice, despite its special designation as a site of particular biological importance requiring protection.

The 'Lara Toxeftra CARE plan' was co funded by Cyprus Environment Foundation in August 2024, alongside the Department of Fisheries and Marine Research. The project, which will run until June 2026, is developing a holistic management strategy for the MPA, particularly concentrating on its role as a crucial nesting site for loggerhead and green turtles, combining science and local knowledge.

In addition to mapping and interviewing key groups, including government agencies, fishers, and tourism representatives, the project will forecast the effects of sea level rise and storm surges on turtle nesting beaches. Drones are being used to assess and monitor wildlife and human activities.



MENORCA

The Isla del Aire, a small islet in Menorca, is an important refuge, resting and feeding place for many migratory birds and an endemic species of lizard. Furthermore, the islet is surrounded by a Marine Reserve, hosting over 600 species of flora and fauna. Since the declaration of the Marine Reserve in 2019, research shows that the biomass of fish doubled.

In 2022, the Balearic government reduced the area within the Isla del Aire Marine Reserve with the highest form of protection by 22%, allegedly due to the intervention from fishers, who felt they had not been adequately consulted before the MPA was created initially. Alarmed by this decision, Menorca Preservation joined local allies in creating a Participative Governance project to increase awareness of the benefits of the Reserve.

There is now a local platform for dialogue, decision-making and problem-solving to find the most suitable, inclusive and effective solutions in the complex management of the area. When people feel ownership and agency, they have a greater willingness to oversee the proper functioning of the designated area.

“SVGEF and Blue Marine's St Vincent sustainable fisheries work is a collaborative project involving fishers and Government Fisheries department. We are gathering data and community voices to provide the evidence to create management measures that work for both people and nature.”
DR JUDITH BROWN, BLUE MARINE FOUNDATION

ST. VINCENT & THE GRENADINES

Across the globe, in St. Vincent and the Grenadines, concern over escalating pressure on marine resources due to increased fishing activity and expanding fish exports led St. Vincent and the Grenadines Environment Fund (SVGEF) to partner with Blue Marine Foundation. A three-year marine resource assessment began in February 2022, initially focusing on conch and lobster stocks, fisheries health and biodiversity in proposed marine parks.

After working alongside local communities, seeking fishers' feedback and collecting data from extensive dives, policy recommendations were issued for a three-month closed season for conch from September to December every year.

This significant step to safeguarding ecosystems and supporting local livelihoods was adopted on December 5th 2023. Throughout 2024, there have been ongoing public consultations ensuring buy in and support from local communities.

In 2025, local fishers, SVGEF and Blue Marine Foundation will work together in establishing two new MPAs (Adams Bay and the West coast of Isle a Quatre) to protect critical spawning grounds of conch. Through dive surveys, community consultations and local stewardship, efforts are underway to train Rangers and ensure sustainable marine management.



photo by Stephan Hornsey



TURKEY

Saros Bay is home to Posidonia, key coastal wetlands, coralligenous assemblages, Mediterranean Monk Seals, cetaceans, sharks, rays, important marine bird species and threatened fish species. The area provides invaluable ecosystem services and delivers substantial health, social and economic benefits to coastal communities.

In 2024 Turquoise Coast Environment Fund (TCEF) supported a detailed Conservation and Restoration Action Plan for Saros Bay . As well as integrating environmental, cultural, socio-economic, and spatial factors into conservation strategies, the project aims to focus on engaging and empowering women and young people in sustainable practices. The project partners with academic institutions, government bodies and NGOs, to raise public awareness of the region's biodiversity and the importance of sustainable small fisheries.



CYCLADES

Amorgorama, a coalition of fishers and conservationists, co-led by Cyclades Preservation Fund (CPF), have been campaigning tirelessly since 2019 for the creation of an MPA around Amorgos. Over the past six years, the group has put enormous effort into advocacy, research, visibility and engagement, to achieve the designation of a community-led Fisheries Restricted Area (a type of MPA).

In parallel, the Amorgorama fishers have committed to a voluntary exchange of fishing activity for marine and coastal rubbish collection, during the key spawning months of April and May each year. Additionally, the Amorgorama fishing community has committed to gradually replacing fishing gear with more environmentally friendly options, such as larger-size mesh nets and hooks to avoid catching younger fish.

In a triumphant moment, in April 2024, Cyclades Preservation Fund (CPF) attended the Our Oceans Conference, hearing in person the Greek Government commit to establishing a proposed MPA in Amorgos.



SICILY

In 2024, thanks to the support of Sicily Environment Fund and other local actors over seven years, an agreement was reached to officially protect the area of Salina (located in the Aeolian Islands; north east of Sicily). The volcanic characteristics of the local ecology, and vast sea mounts host a rich array of biodiversity. With a strong focus on education and the convening of disparate but critical stakeholders (seven islands and six mayors!), the project has involved the fishing, tourism and hospitality sectors.

Activities included a campaign to promote the sustainable consumption of seafood and a snorkel programme for students.

REFLECTIONS & ROAD AHEAD

Raising funds for the participatory processes required to establish successful MPAs, and then monitor and maintain them afterwards, is notoriously hard. Whilst the long term impact of thriving coastal communities and ecosystems is appealing, few funders have the patience and vision to invest in the crucial, often slow, people-orientated processes to get there.

With CC's investment in local communities as well as environmental recovery, we are in a unique position to give small, targeted grants to build consensus.

Without this funding, Marine Protected Areas can end up token paper parks, but with it, they can provide the answer to restoring the marine ecosystems upon which we all depend.



Dona Bertorelli, Enric Sala, Queen Quet Marquetta L. Goodwine and Sylvia Earle with CC Executive Director Jade Brudenell at the 2024 Our Oceans Conference film festival in Athens, Greece.



Cladocora caespitosa, or pillow coral, is the only reef-forming species in the Mediterranean Sea, playing a crucial role in marine ecosystems, providing habitat and shelter for multiple species.

SPOTLIGHT CORALS & REEFS IN THE MEDITERRANEAN



CROATIA

Highly sensitive to climate change, pillow coral is classified as endangered on the IUCN red list, mostly based on recent mass die-offs caused by heat waves. Recent scientific studies have given cause for hope, as this remarkable species has been observed to demonstrate *rejuvenescence*: a unique survival strategy that enables it to recover after warming events, albeit very slowly.

The Adriatic Sea contains significant populations of pillow coral, but these have severely declined during the past decades, due to a range of additional threats including rising ocean temperature, acidification, fishing, pollution and development.

Dalmatian Islands Environment Foundation (DIEF) is supporting the first systematic exploration and mapping of pillow coral in the Zadar archipelago. A comprehensive database of *Cladocora caespitosa* locations will create a baseline for future research and monitoring.

This research fills a critical knowledge gap, monitoring the coral's distribution, density and colony size in twenty locations around Iž island.

17 dive surveys have recorded colonies, size, health and distribution patterns. Early findings were also presented in a seminar in Sukošan and at the 'Climate Change & Adriatic Marine Ecosystem Conservation' conference.

The data analysed will identify key areas requiring special attention, guiding future conservation or restoration activities. Education is a key feature of this project, including training for the team on the underwater surveys and a coral ecosystem workshop on Pašman Island for children and tourists.

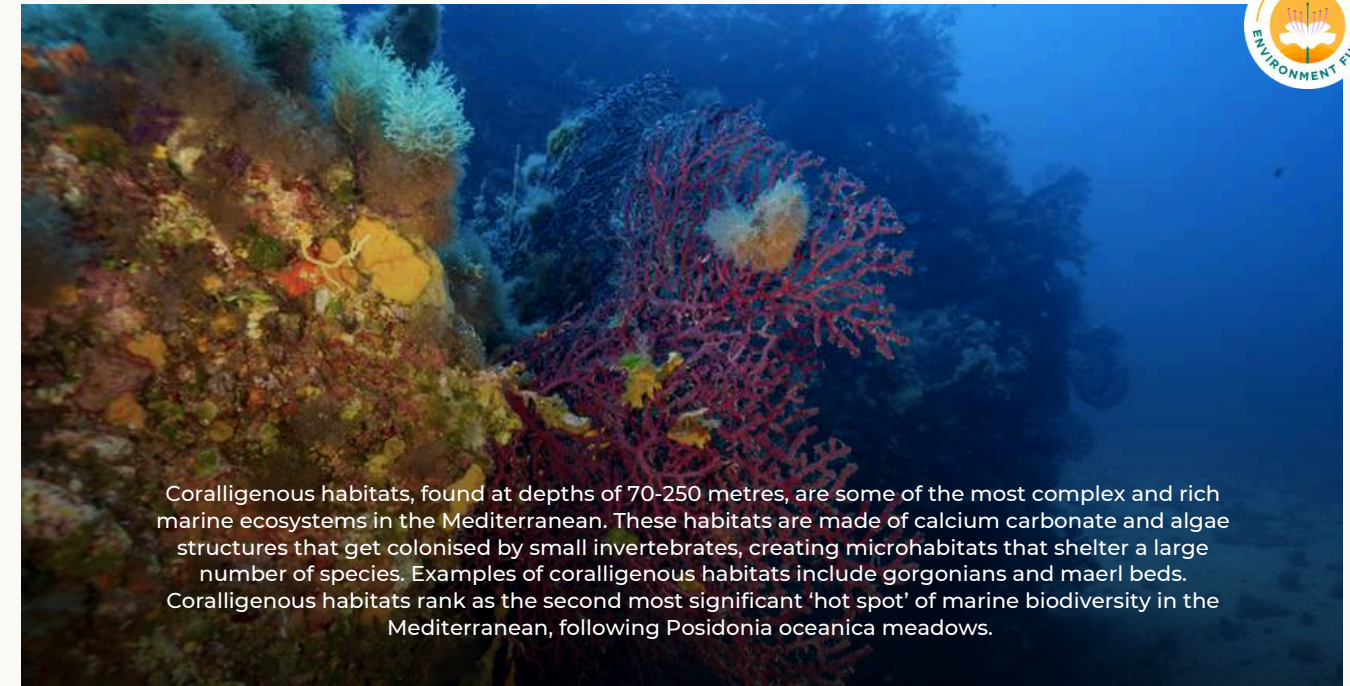
SICILY

Sicily Environment Fund supported a project to establish a collaboration between researchers and local fishers to restore coralligenous habitats (for example red and white gorgonians) while raising awareness and support for these key habitats in the Capo Gallo and Isola delle Femmine MPA. Training sessions have been given to equip fishers with skills and techniques to handle coral fragments entangled in fishing nets.

These recovered fragments are cared for in aquariums under optimal conditions, before transplanting them back to carefully selected locations in their natural habitat.

Guidelines for fishers and informative material for the local community are part of a public awareness campaign. A promotional video of the project, to be shared on social media, in ports and on ferries, will include interviews with fishers and underwater footage.

An ecological assessment of the MPA conducted by the researchers recorded a significant density of white gorgonians, a positive indicator of the ecosystem's vitality, along with the sporadic presence of yellow gorgonians. Signs of bleaching were observed in several colonies, a phenomenon increasingly common across the Mediterranean which underscores the urgent need to conserve and restore these valuable organisms.



Coralligenous habitats, found at depths of 70-250 metres, are some of the most complex and rich marine ecosystems in the Mediterranean. These habitats are made of calcium carbonate and algae structures that get colonised by small invertebrates, creating microhabitats that shelter a large number of species. Examples of coralligenous habitats include gorgonians and maerl beds. Coralligenous habitats rank as the second most significant 'hot spot' of marine biodiversity in the Mediterranean, following *Posidonia oceanica* meadows.

TURKEY

In Turkey, after the catastrophic earthquake on February 6, 2023, three organisations from the UK, US and Turkey joined forces to fund a grant programme to restore nature as part of long term recovery efforts in the affected areas of Hatay, Adana, and Mersin.

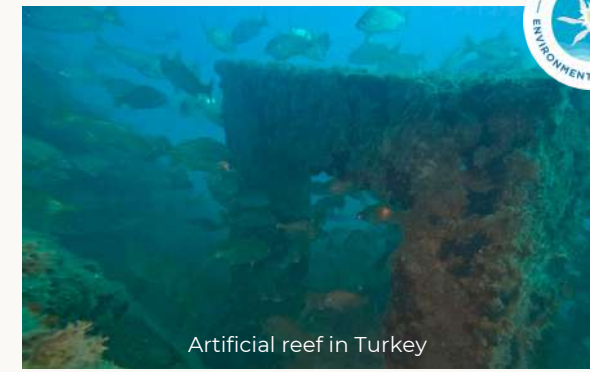
The Turquoise Coast Environment Fund (TCEF), Turkish Philanthropy Fund, and Turkey Mozaik Foundation are supporting a project to monitor and assess the effectiveness of some artificial reefs. The reefs were installed in Karatas in 2020 by the Ministry of Agriculture and Forestry, to restore ecosystems and boost fisheries in a community reliant on fishing for local livelihoods.

So far, 16 dives across four reef locations have been carried out, gathering ten hours of underwater footage, recording observations of significant species including the white grouper (*Epinephelus aeneus*) and leerfish (*Lichia amia*). Seventy local fishers have been interviewed to understand their views on the role of the artificial reefs.

REFLECTIONS & ROAD AHEAD

Corals in the Mediterranean are facing immense stress from human-induced climate change and other activities like trawling and pollution. According to a 2022 study, the world's oceans broke heat records for six years in a row whilst the Mediterranean appears to be warming 20% faster than other oceans. While there are glimmers of hope, from recent discoveries of deeper reef communities which shelter some species from heat stress, and the occurrence of rejuvenescence, these factors are merely buying time.

As the oceans warm, heat will penetrate downwards and eventually all corals will be affected, whilst recovery rates cannot hope to keep pace with the destruction. It is imperative that work to research, protect and restore corals is funded urgently and effectively.



Artificial reef in Turkey





PROTECTING NATIVE SPECIES

Alongside regenerating habitats to safeguard biodiversity, the restoration of native species into these habitats contributes to the recovery of natural processes, setting off a chain of positive outcomes. Each native species of flora and fauna in an ecosystem occupies a niche and fulfils a valuable role in the fragile web of life.

Rewilding and the protection and reintroduction of native species can reconnect us with nature, revitalise local communities, whilst also tackling the twin crises of our age; climate change and biodiversity collapse.

REINTRODUCING NATIVE SPECIES - UK

The State of Nature report 2023 outlined that the UK is now one of the most nature-depleted countries on Earth. Keep It Wild CIC was formed in 2018 to fund direct action to preserve and restore nature and engage people first-hand with its recovery. The organisation recognised that the UK was ill-equipped to restore lost and endangered wildlife at scale, without expertise or a supply of those species.

In 2022, Devon Environment Foundation (DEF) supported the construction of a reptile and amphibian breeding facility for Keep It Wild, at Rewilding Coombeshead in Devon.

Wilder Selwood, an initiative of Conservation Collective focusing on rewilding around the ancient Selwood forest in Somerset, has been working in partnership with Keep It Wild to create the physical infrastructure required to house and release wildlife.



Wildcat



Adder

In 2024, a grant from DEF enabled Keep It Wild to create an ambitious new Species Recovery Centre (expanding the site at Rewilding Coombeshead) to collate lost and rare species into a central location. The centre also aims to build captive breeding knowledge, producing high volumes of important species to restore Britain's nature depleted landscapes. The team work collaboratively with landowners to create satellite breeding facilities, making the operation more resilient and breeding the animals closer to release sites.

In 2024, the centre hosted three events attended by more than 200 members of the public and separately, over 300 young adults from local colleges and groups.



Red-backed shrike

Species on the Recovery Centre's breeding and reintroduction list for 2024 include:

- white storks (next releases in 2025)
- wildcats (15 kittens bred for release in 2026)
- adders (the centre has sourced three breeding pairs)
- black grouse
- turtle doves (has more than 200 for release in 2025)
- beavers (to be released in spring 2025)
- red-backed shrikes (wild releases in 2026)
- twights (15 bred for wild release in 2026)
- glow worms (further releases in 2025 & 2026)
- and mole crickets (aim to have 500 by 2026).

In addition, 3,000 water voles are bred annually for release!

"It seems to me that the natural world is the greatest source of excitement; the greatest source of visual beauty; the greatest source of intellectual interest. It is the greatest source of so much in life that makes life worth living."
SIR DAVID ATTENBOROUGH



Water vole



Glow worm



Black Grouse



PAKISTAN

Affiliate CC Foundation, Pakistan Environment Trust (PET) supports Re-Wild Pakistan, a programme working towards the reintroduction of viable populations of the Greater One-horned Rhino and the Cheetah. Whilst the country is one of the world's major biodiversity hotspots, in keeping with global trends, it is experiencing multiple threats to native flora and fauna.

In the first quarter of 2024, PET secured grants to kickstart a feasibility study for reintroducing the Greater One-horned Rhino, a keystone species, in a 36,000 acre zone within Lal Suhanra National Park. PET has partnered with the Gatwala Research Institute and the Forest Department of the Government of Punjab for data collection at the breeding and release site.

Exciting times ahead!



The campaign pointed out beavers have established populations in every country with a land border with Italy, and were making their natural migration across these borders. There is no certainty that these animals had been introduced illegally. Also, the Eurasian beaver is listed in the EU Habitats Directive, which says member states must protect the species in its natural range.

A letter and petition was sent to the European Commission to bring officials' attention to this case. Whilst the response was not in TEF's favour, it must be noted that no beavers have been removed yet, and the mobilisation of so many wildlife NGOs has demonstrated the scale of support for this keystone species.

TEF understands the need to closely observe and monitor populations of species, particularly in the absence of predators.

REFLECTIONS & ROAD AHEAD

A recent report on wetlands by the Global Rewilding Alliance states "The evidence is clear: [ecosystems] cannot function as we need them to without wild animals. It's time to rethink how we protect and restore them by prioritising the role of nature's own engineers".

At CC we wholeheartedly agree, and are committed to supporting local communities to protect, restore and coexist with their native species, for the benefit of all.

TUSCANY

Beavers, the extraordinary ecosystem engineers, were hunted to extinction in Italy (and most of Europe) 500 years ago. They had not been seen in the country since the 1500s, until sightings in Tuscany and Umbria were reported in 2018. Instead of welcoming their return, the government declared the animals must be destroyed as they might have been reintroduced illegally, without consultation.

Tuscany Environment Foundation (TEF) and other NGOs have been campaigning to protect this native species.



SPAIN

The Mediterranean Sea is home to nearly 80 species of shark and ray, of which at least 53% are at risk of extinction.

Mallorca Preservation has been supporting the Stellaris Project, running since 2021 and led by an alliance of organisations, for the captive breeding of nurse hound sharks. The project's dual objectives are to improve the population status with the release of individuals into MPAs, (pictured above) and to increase knowledge of the species. Raising awareness of the importance and fragility of this species in marine ecosystems is a key component of this project.

As of 2024, the third year of the project, 1031 eggs were obtained, with 379 sharks hatched in captivity during the year and 141 released into the wild. The survival rate of individuals born in captivity was an impressive 86%.

When working with wildlife reintroduction programmes, it is crucial to have a very rigorous population control to maintain the balance within the ecosystem. In 2025, the Stellaris project in Mallorca will reach its carefully quantified target of juvenile sharks released.

While that alone is a huge success, the focus will now switch towards monitoring the survival of the sharks and remove bycatch pressures to maintain the stability of the population.

CYPRUS & MALTA

Other foundations across the CC network working to reduce bycatch of protected marine species include Cyprus Environment Foundation (CEF), supporting guitarfish through comprehensive engagement with commercial and recreational fishers, and Malta Environment Foundation (MEF) with bull rays.



"We are thrilled to be partnering with MEF to help shine a light on these truly magnificent creatures. Despite their shallow ecology, so little is known about them, let alone published in scientific literature, and we hope that this project will go some way to reversing that trend, and to help the wider Maltese public fall in love with their resident baby rays as we have. The project also speaks to the impact that small groups of dedicated people can have on their local environment and local species, it can be small NGOs, amateur naturalists, even private companies, we can all have a far greater impact than we realise, especially when we work together."

CHARLIE MATTHEWS
Sharklab Malta

SPOTLIGHT WHALES & DOLPHINS

Cetaceans, a group of charismatic marine mammals including whales, dolphins and porpoises, are highly mobile and therefore can be challenging to protect. Cetaceans are being impacted by shipping, harassment, habitat loss, fisheries, bycatch and sadly, targeted hunting. Research is vital to influence effective policies and conservation interventions.

SCOTLAND

The Scottish Government designated the Sea of Hebrides MPA in 2020, yet years later, there are still no management measures in place to protect minke whales, whose conservation status is 'unknown' due to a lack of published data.

The Hebridean Whale and Dolphin Trust (HWDT) work to protect whales, dolphins and porpoises through research expeditions aboard their boat, the Silurian, throughout the Hebrides and West Coast.

Highlands & Islands Environment Foundation (HIEF) funded a project by HWDT to collate, analyse and publish 30 years of their minke whale research in the Hebrides. Thousands of sightings have been added to 'identification catalogues, allowing individuals to be recognised by specific markings and features. From this, residency patterns and population dynamics can be estimated, providing valuable insights into population health.

A HWDT report was published by Scotland's nature agency, NatureScot, in September 2024, outlining the highest number of minke whale sightings yet recorded in the Hebrides, but the lowest known for basking sharks. This report will hopefully inform management measures including contributing to the Scottish Government consultation on the Sea of the Hebrides MPA, originally scheduled for late 2024, but now pushed back to 2025.

GREECE

Ionian Environment Foundation (IEF) continued its support for the Ionian Dolphin Project (IDP) throughout 2024. This long-standing partnership with the Tethys Research Institute, focuses on protecting marine mammals in the Eastern Ionian Sea.

The region is home to vulnerable species, such as the critically endangered bottlenose dolphin subpopulation in the Gulf of Ambracia and the Mediterranean monk seal.

In 2024, IDP's monitoring and research efforts intensified, addressing the growing impacts of overfishing, habitat degradation and human encroachment on these species. Through photo-identification, drones and acoustic monitoring, the project gathers crucial data on dolphin and monk seal populations ensuring effective conservation strategies are based on sound science.

As a result of this research and extensive lobbying by IDP and other groups including iSEA and Blue Marine Foundation, a Ministerial Decision was announced in December 2024 by the Greek government to include Formicula and the wider Inner Ionian Sea in a new Ionian Marine National Park. IDP will continue to work closely with the relevant Ministries and authorities to ensure these measures are brought to fruition, particularly as ambiguities remain around fishing in this zone.



ST. VINCENT & THE GRENADINES

After ten years of awareness raising and efforts to promote alternative livelihoods by St. Vincent and the Grenadines Environment Fund (SVGEF), Barrouallie whalers volunteered to stop killing orcas in January 2025.

In December 2024 the whalers presented a request to the St. Vincent & the Grenadines Environment Fund to sponsor two tuna aggregating buoys (TABs) to facilitate the catching of tuna, in exchange for giving up the killer whale hunt.

"This historic agreement between Barrouallie whalers and SVGEF has led to an official policy change in the country's laws. Orcas are now fully protected and have safe passage in the waters of St. Vincent and the Grenadines."

STEPHAN HORNSEY

Executive Director of St. Vincent & the Grenadines Environment Fund



SRI LANKA

CC's Lanka Environment Fund (LEF), has been focusing support on the increasing incidence of 'Swim-with-Whales' operators, whose unregulated tours can disrupt whale behaviour and pose risks to both animals and humans. Such operators enjoy a high profit margin than compliant local businesses, avoiding permits, taxes and insurance.

Oceanswell has been gathering data and building a database of 32 'Swim-with-Whales' operators in Trincomalee and Mirissa, and monitoring their compliance, recording a threefold increase in these experiences over the past three years. The work also involved the Department of Wildlife Conservation, to develop advertising guidelines to be incorporated into existing legislation.

The project recorded all four whale species using vertical avoidance behaviours, meaning they dive abruptly to escape disturbances. Such stress behaviours, especially in mother-calf pairs, may have long-term effects on whale health and calf survival, significantly impacting Sri Lanka's marine ecosystem.

Oceanswell's recommendations include stricter regulation enforcement, public awareness campaigns, and frameworks for ethical tourism. This project represents a crucial step towards the development of a sustainable eco-tourism industry which can benefit both Sri Lanka's whales and local communities.

REFLECTIONS & ROAD AHEAD

Cetaceans are charismatic and enigmatic creatures facing a range of threats across the globe. While there have been some promising reports of increased sightings, for instance recently in UK waters, and there is significant popular support for their conservation, it is imperative that research, conservation and legislation continues to be carried out by grassroots groups who are best placed to understand the specific local needs of these hugely important marine mammals.



photo by Andi Cross



REDUCING POLLUTION AT THE GRASSROOTS

It has been estimated that there are currently six billion tonnes of plastic waste on Earth. In 2019, 353 million tonnes of plastic waste were produced. That is predicted to triple to one billion tonnes by 2060.

Across the global CC network of local Foundations, plastic pollution is one of the most pressing environmental issues. Italy is the 10th most plastic-polluting country in the world, producing 3.3 million tonnes of it annually. In Kenya more than 90% of the waste produced is not dealt with appropriately. National waste management infrastructure and existing single-use plastic policies are insufficient and ineffective.

Depeche Mode and Hublot have generously supported the work of Conservation Collective, through the Momento Mori world tour with more than \$1million. CC is channelling this funding to its Foundations to support effective community-led projects tackling plastic pollution.

These initiatives fall into three categories: waste management, plastic free and clean up projects.



OUR IMPACT 21 MONTHS TACKLING PLASTIC POLLUTION

PROJECTS SUPPORTED
22 ACROSS 11 COUNTRIES

WASTE REMOVED
23,513 KG

PLASTICS PREVENTED FROM ENTERING SUPPLY CHAIN
5,458 KG

PLASTIC BOTTLES PREVENTED FROM ENTERING SUPPLY CHAIN
407,000

SOLID WASTE RECYCLED
61,488 KG

PEOPLE ENGAGED VIA CAMPAIGNS, WORKSHOPS & EVENTS
618,480

BUSINESSES ENGAGED TO REDUCE & ADDRESS PLASTIC USAGE
749

PLASTIC FREE PROJECTS TURNING OFF THE PLASTIC TAP

Across the CC network, our Plastic-Free programmes are making real change—helping communities, businesses and schools cut down on single-use plastics and embrace sustainable alternatives.

From innovative business certifications to refill stations and reusable packaging, these projects are not just reducing waste but transforming mindsets.



BlueFishers – Tuscany

Fishers in Tuscany are swapping out highly polluting polystyrene boxes for reusable and recyclable polypropylene alternatives—reducing waste at sea and protecting marine ecosystems. *Pictured above is Pope Francis holding our box!*

Plastic Free Ibiza & Formentera

In the heart of the Mediterranean's tourism hub, hospitality businesses are stepping up through a certification scheme that helps them ditch single-use plastics and introduce eco-friendly alternatives.

Plastic Free Schools – Sicily

Students in Sicily's island communities took on the challenge of reducing plastic use in their schools. The winners saw their efforts rewarded with water-filtering machines, cutting bottled water waste for good.

Plastic Free Menorca

This ambitious alliance is working towards a plastic-free Menorca—upcycling discarded fishing nets, certifying businesses, installing water filters, and educating locals about better waste management.

Plastic-Free Shores & Waters – Turquoise Coast, Turkey

After educating communities on plastic waste, phase two brought action—beachgoers, businesses and locals collaborated to cut down single-use plastics through workshops, public consultations and hands-on initiatives. Next up: creating designated plastic-free zones!

Plastic Free Mallorca

From the fields to the coastline, Mallorca Preservation is tackling plastic pollution. Researchers are testing biodegradable potato starch-based alternatives for agriculture, while local volunteers and students roll up their sleeves to remove plastic waste and raise awareness.

Plastic-Free Croatian Islands

On Dugi Otok Island, where tourism and waste mismanagement has created a plastic crisis, the community is taking control—championing sustainable waste practices and reducing single-use plastics.

Me & My Plastic – Cyclades

In Greek schools across the Cyclades, students are learning about plastic pollution through new educational materials designed to inspire solutions and deepen their connection to nature.

Unpacked Shopping – Sicily

Sicilian businesses are rethinking packaging—encouraging reusable take-away containers and 'bring-your-own' shopping schemes. Awareness campaigns and events have helped shift consumer habits toward waste-free shopping.

Plastic-Free Beaches – Cyprus

Beaches in Cyprus are getting a sustainable makeover! This project maintains and monitors the Plastic-Free Beach concept, replacing plastic-heavy facilities with eco-friendly solutions.



CLEAN UP PROJECTS CLEARING THE WAY FOR NATURE

Plastic pollution is suffocating our oceans, coastlines, and marine ecosystems—but our Clean-Up projects are fighting back. While we push for large-scale change from industries and governments, local communities are taking matters into their own hands, removing waste to protect their health, livelihoods and the environment. By removing plastic waste, these projects are giving nature the space it needs to recover.

Kiunga Marine Reserve Clean-Up – Lamu

In the heart of Kenya's Kiunga Marine National Reserve, a locally-led initiative is turning plastic waste into opportunity. By collecting, sorting and recycling plastic, this project provides alternative livelihoods for women and youths while raising awareness about marine pollution.

Cleaner SeaBeds for Sri Lanka

Beneath the waves, ghost nets silently threaten Sri Lanka's fragile reefs. Volunteer divers are on a mission to remove these deadly traps, restoring balance to marine ecosystems and protecting vital biodiversity.

BeachWatch – Scotland's Highlands & Islands

Citizen scientists and coastal communities are coming together to document and remove marine litter. Every piece of waste collected is recorded, strengthening the case for stronger legislation to tackle marine pollution at its source.



Till the Coast is Clear – South Devon

Plastic waste is invading even the most remote corners of the South Devon coast. This project not only recovers plastic from hard-to-reach areas but also champions the shift to circular, sustainable business and recreational models to prevent future waste.

Tackling Biodiversity Loss Through Marine Litter & Data – Lamu

Building on the success of the Kiunga Marine Reserve clean-up, this initiative is taking things a step further—analysing collected marine litter, assessing its impact on local turtle populations, and strengthening the cleanup team's expertise to fight plastic pollution more effectively.

WASTE MANAGEMENT PROJECTS TRANSFORMATIVE WASTE SOLUTIONS

Improper waste disposal leads to pollution of the air, soil and water, negatively impacting human health, wildlife and ecosystems. Many of our projects are located on small islands, which have lower local recycling rates than on the mainland, or in some cases, no waste management at all.

Our Waste Management projects focus on dealing with plastic waste in a responsible way, strengthening community-based recycling.

Sin.Praxi – Ionian Islands

Education meets action at this hands-on community space, where children and adults learn about waste management, sustainability and the circular economy. With support from this project, a thriving community garden and composting site are now bringing these lessons to life.



Phil D. Whale – St Vincent & the Grenadines

In Bequia, waste is turning into art with a purpose. Giant steel whale sculptures are being installed in schools, docks, and playgrounds—doubling as plastic collection points until waste is removed by Action Bequia. A dynamic educational programme and competition will inspire young minds to rethink their relationship with waste.





UPCYCLING PLASTIC WASTE


photo by PescArt Menorca


THE NEXT WAVE OF PROJECTS


As we launch our final round of projects in 2025, we're doubling down on innovative, community-driven solutions to tackle plastic waste and improve waste management. From creative education to infrastructure improvements, these initiatives are set to leave a lasting impact.

 **Balearics** – Science, sustainability and a touch of magic! We're funding research into plastic pollution in marine ecosystems, supporting upcycling craft initiatives and teaching primary school students the 'Seven Rs' of waste management—through the medium of magic.

 **Malta** – Tourists and locals alike will benefit from efforts to cut down single-use plastic waste, boost environmental awareness and introduce beach toy libraries—a fun and sustainable way to reduce plastic pollution.

 **Croatia** – Local tap water is getting the spotlight it deserves! New public drinking fountains will be installed to encourage people to ditch plastic bottles and embrace the island's high-quality water.

 **Sri Lanka** – Mapping waste, preventing pollution. This project will identify local waste disposal hotspots and tackle the issue of 'open dumping'—empowering authorities with the data they need to improve local waste management.

 **Cyprus** – Schools are leading the charge against plastic waste! The Schools for Change project is installing refillable water stations and distributing reusable bottles, helping students cut down on single-use plastics for good.



SPOTLIGHT CLEANING UP OUR WATERWAYS

The UK Rivers Trust's State of Our Rivers 2024 report found that 85% of England's rivers fail to meet good ecological standards, with only 15% in good health. It highlights that 62% of failures stem from poorly managed agricultural runoff and livestock effluent.

Dumping raw sewage into rivers is a widespread problem across the UK, with the amount released in England doubling recently from 1.75 million hours of spills in 2022 to 3.6 million hours in 2023, according to the UK's Environment Agency.

Since 2021, DEF has been supporting Flete Field Lab (FFL) in South Devon, UK, which is an experimental and collaborative initiative researching nature-based remedies to reduce water pollution, improve soil health, and sequester carbon.

The organisation is trialling the use of mycelium (the root-like structure of fungi) to filter out contaminants from water in a process called mycofiltration, where mycelium sacks are placed in streams or runoff areas to capture pollutants and bacteria.

The research, development and testing of mycofiltration carried out at FFL is unique, whilst their findings and methodologies are open source, meaning information is freely shared for the benefit of all. For three years FFL has trialled highly innovative site-based experiments, working to develop low-cost, low-tech, nature-based solutions that empower landowners, with potential application globally.

DEF's initial support for FFL exemplifies many of Conservation Collective's key values; providing small grants to unknown, entrepreneurial and underfunded local groups, with brilliant ideas but without the clout or evidence to attract funding from other sources. In the years since this initial grant, Shelly and the team at FFL have proved several times over this was an extremely worthwhile concept to support!

Since 2021, DEF grants have enabled the Flete Field Lab to carry out seven research projects which showed mycofiltration reducing the bacterial load in surface water and specifically reducing E-Coli by up to 47%. Meanwhile nitrate and phosphate pollution was removed in significant amounts, and in the case of their dairy waste water experiments, by 100%.

The Flete Field Lab has also analysed global mycofiltration reports, built a core team of scientists, students, volunteers and community members, and delivered talks to 1500 people. The team have worked to build a network of farmers and landowners, both to raise awareness, and to develop potential future income strands and sources of funding.



REFLECTIONS & ROAD AHEAD

In 2024, Conservation Collective was able to connect the team at FFL via DEF with our Pakistan Environmental Trust, to collaborate on a mycofiltration project in the Chitral Vallet with the Kalash women.

As well as continuing to conduct field trials and research, in 2025, FFL would like to reach out to other international partners to model field labs in climate vulnerable countries. Conservation Collective's global network is uniquely placed to facilitate this process.



BUILDING CLIMATE RESILIENCE



Agriculture is the world's largest industry, employing more than one billion people directly, with half the world's population living in households linked to agrifood systems and 44% of the globe's habitable land used for agriculture. Food production is responsible for around one quarter of the world's greenhouse gas emissions and intensive agriculture is one of the main drivers of deforestation.

Sustainable farming, such as organic or regenerative methods, tackles these issues, creating space for nature and biodiversity, whilst maintaining productive farming systems that meet current food needs.

Sustainable agriculture can significantly reduce the negative environmental impacts of conventional and industrial farming methods. It can also build climate resilience by improving soil health and structure, increasing carbon sequestration. Sustainable agriculture reduces erosion, decreases water consumption, reduces pollution by minimising chemical pesticide and fertiliser use, and enhances biodiversity by maintaining diverse crops, increasing tree cover and integrating natural habitats.

Conservation Collective has been supporting projects across its network to train and educate farmers to transition to more sustainable methods of farming. In Spain, Greece and Cyprus we have supported free, regenerative farming education courses to over 280 small scale farmers. Courses focussed on food production and, crucially, sustainable business management and marketing.

THE APRICOT CENTRE

Our flagship project in agricultural education is The Apricot Centre in Devon, where £140,000 since 2021 from DEF has enabled the creation of a new regenerative farming training centre offering three levels of practical apprenticeship programmes for conventional and new entrant farmers. Over 60 trainees have graduated since 2022, and almost all of them now pursue land-based careers.

In 2024, The Apricot Centre received an unprecedented number of applicants, demonstrating the growing reputation of the centre and the growing interest in regenerative agriculture. This beacon centre of regenerative excellence has now gained a new major funder to take the project to the next stage, ensuring a wide cohort of nature friendly farmers for Devon in future. These are exciting times for regenerative agriculture in the South West of England.

COLLABORATIVE LAND STEWARDSHIP

The growing popularity of farm clusters across the UK reflects a desire from farmers and landowners for bottom-up, collaborative solutions to biodiversity loss. Highlands & Islands Environment Foundation (HIEF) in Scotland has made grants totalling £44,000 to support four farm clusters, where groups of farmers or landowners work collaboratively to deliver greater benefits to soil, water and wildlife at a landscape scale.

The work included:

- West Loch Ness Farm Cluster (2021), one of the first clusters in Scotland, to carry out ecological habitat mapping. The impact of this work included knowledge-sharing events, and as a result, a series of spin-off clusters have emerged in Moray, Glen Urquhart and Perthshire.
- The Moray Farm Cluster (2023) comprises 20 farmers and landowners across 16,000 acres, including arable land, with funding enabling baseline biodiversity surveys. The data generated enabled the cluster to secure an additional £185,000 from the Nature Restoration Fund.
- The Glen Urquhart Farm Cluster (2024) supported crofters to create ponds and wetlands to increase habitats while acting as a nature-based solution to address the increasingly significant issue of local flooding.
- Lunan Burn Wildlife Cluster (2025) will trial bio-acoustic monitoring, barn owl boxes and innovative 'callers' that attract swifts to nest in newly installed boxes.

In the South West of England, 14 farms spanning 3,000 hectares in the Kenn Valley grouped together in December 2024, with support from DEF, to develop a farmer-led biodiversity monitoring model using apps like Soil Mentor and Merlin Bird ID. Recording data will help farmers to identify changes in farm practices that can improve habitats, water quality and soil health.

Together, these farm clusters are proving that by combining local knowledge, ambition and collaborative approaches, bottom-up, landscape-scale nature restoration can be achieved.



MALLORCA

Organic farming means that the herbicides and pesticides used in conventional farming, to deter and kill pests and disease, are off limits. Mallorca Preservation is funding technology and innovation to support the sustainable agriculture sector with plant health warning stations. In a collaboration with the Association of Agroecological Producers of Mallorca, Mallorca Preservation is helping farmers tackle fungal diseases, reduce emissions and optimise water use (thereby conserving precious resources) with soil monitoring and predictive modelling.

Thanks to the monitoring of nine different pests, it is estimated that the use of 1,500kg of copper was avoided. In addition, between 100,000 and 150,000 tonnes of water were saved on the 30 farms that make up the project.

CYPRUS

Whilst Europe's goal is to increase the percentage of land farmed organically to 25% by 2030, Cyprus is currently well below this target, with only 6.3% of its agricultural area cultivated organically (2021). With three million tourists arriving in Cyprus each year, more than half of which will stay in hotels, there is a significant role for the tourism industry to play in the promotion of more sustainable agricultural practices, by providing a ready market for farmers making the transition.

Cyprus Environment Foundation (CEF)'s innovative TUI Field to Fork initiative has responded to the need for training in regenerative and organic agriculture, specifically in the production of food which is suitable for hotels' needs and specifications, thanks to generous funding from the TUI Care Foundation.

The project delivers training programmes for both new and existing local farmers, whilst also facilitating partnerships between those producing regeneratively farmed, local food and the hospitality sector, thereby enabling hotels to support the local economy while providing their guests with authentic experiences. The third strand of this project addresses Cyprus' slow progress in social inclusion, incorporating people with disabilities and vulnerable groups within the programme's activities and training.



TUI Field to Fork deliverables;

- A regenerative agriculture demo training centre
- 18 scholarships for new farmers.
- An open training programme on regenerative agriculture for new and existing farmers.
- Workshops connecting farmers and hotels, to focus on sustainable food production and the co-creation of authentic guest experiences.
- Sustainable management of 51 hectares of land.
- Promotion of rural tourism activities involving hands-on farm experiences.



KENYA

Mpeketoni Regenerative Agriculture Demonstration Farm was established by Lamu Environment Foundation (LaEF) to raise awareness of sustainable agricultural practices, reducing reliance on harmful fertilisers and pesticides, whilst also reducing transport costs and emissions by growing more food locally.

The farm provides practical training for local farmers to transition to permaculture farming, encouraging the adoption of indigenous seeds and organic farming techniques to improve soil health and crop yield sustainably.

During 2024, 15 participants were coached as community trainers. A farm office was established, and over 26 indigenous plant species have been successfully grown and are thriving. Most crucially, a successful solar powered irrigation system has been set up.

The farm has drawn significant attention from local farmers and other stakeholders, with a local farmer emphasising the importance of practical demonstrations in encouraging adoption, saying 'seeing is believing'.

The project holds immense potential to benefit the entire Lamu region by promoting sustainable farming and improving public health outcomes. The County Executive Committee Member for Agriculture has reported a high prevalence of throat cancer cases in Lamu, many attributed to the excessive use of chemical inputs in farming.

A related project is underway, working on restoring Lake Kenyatta, where chemical runoff requires urgent intervention to prevent further deterioration of this critical water source in Mpeketoni. By addressing the issues around Lake Kenyatta, the farm can expand its role in ecosystem restoration and contribute to broader environmental conservation goals, while highlighting the interconnectedness of farming and the environment.

In 2025, 15 more farmers will take part in training, who will then go on to deliver training themselves, thereby amplifying and scaling the impact of this project.



REFLECTIONS & ROAD AHEAD

Sustainable agriculture is a global movement providing solutions to our greatest crises and is gaining considerable traction globally. Encouraging a greater diversity of crops on farms, reducing water use and building soil health are some of the ways farmers can adapt and build resilience in the face of climate change. While some governments have taken tentative steps to encourage a transition (for example in the UK through the Environmental Land Management Scheme), true commitment reflected in policy changes and new legislation remains to be seen in most places.

Conservation Collective envisions more farmers across our locations pursuing similar activities to drive soil and agricultural transformation. In the absence of more formal support, Conservation Collective is well placed to pave the way to major change, responding to local demand to boost sustainable agriculture projects, from delivering training schemes, to setting up demo farms, supporting farm clusters and promoting innovation. This is an exciting time and we are thrilled to be a part of it.

MENORCA

In 2023 the owners of Finca S'Ullestar attended MENORCA PRESERVADA, Menorca Preservation's (MeP) sustainable farming courses. Once the two-year programme was completed, S'Ullestar were eager to transition their conventional dairy farm towards a more sustainable (and financially viable) model implementing regenerative practices and become organically certified.

Finca S'Ullestar recognised that the farms of Menorca had managed to maintain their agro-sylvo-pastoral character, creating the native mosaic landscape, formed from the co-existence of humans and animals over millennia.

Finca S'Ullestar is now on a journey toward a three year action plan for organic certification. In just over one year, this small family-run business has diversified its land use to include biodiverse, rotational pastures to feed free-range native cattle and chicken, well-managed hedgerows to allow nesting spaces for birds and bats, alongside an inspiring space for visitors to experience how nature-friendly farming can be the key to safeguard Menorca's cultural connection to the land while securing food access.



SPOTLIGHT SWITCHING TO RENEWABLE ENERGY

It would be impossible to consider climate resilience without supporting the global switch to fully sustainable energy. Research collated by Stanford University in 2020 revealed that it is possible for us all to move across to fully sustainable global energy by 2050, with greater geographical connectivity of solar, wind and hydro power reducing energy use and cutting the costs.

Switching to wind, water and solar worldwide could eliminate four to seven million deaths annually from air pollution, while first slowing and then reversing the effects of global warming and, in doing so, stabilising the global energy sector.

Conservation Collective's local, place based model, is well placed to support 'community energy' projects, which are democratic and usually owned or controlled by the local communities who will benefit from the renewable energy generated.



MALTA'S ENERGY COMMUNITY

Almost all of Malta's carbon dioxide emissions are attributable to the energy sector – nearly 90% of energy in Malta still comes from fossil fuels. Electricity consumption is projected to increase by 40% from 2018 to 2030. Whilst there is investment in renewable energy in Malta, the transition is happening too slowly.

From September 2024 to February 2025, Malta Environment Foundation (MEF) supported the first Renewable Energy Community in Malta, called the People Power Up project.

Meetings took place in autumn 2024 to establish governance, funding options, local authority involvement and possible technologies. People Power Up's pilot study was launched at an event in February 2025 and is available for other communities to replicate.



MENORCA'S ENERGY COOPERATIVE

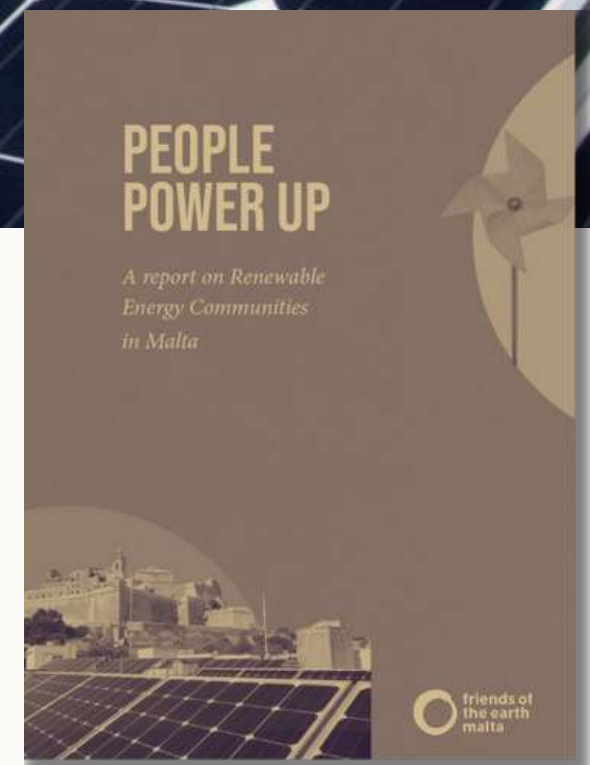


In Spain, Menorca Preservation is supporting the development of a non-profit cooperative, Coure, to develop and replicate clean energy communities.

The first energy community to be formed by this cooperative is in Sant Climent, working in collaboration with their Neighbourhood Association. So far, a collective photovoltaic self-consumption system is being developed for nine families and three local businesses. Coure is in contact with other neighbourhood communities to promote the concept and hopefully replicate this model many times over.

"Friends of the Earth Malta believes in the power of community energy to increase the share of renewables in Malta and promote energy democracy! Thanks to this grant provided by the Malta Environment Foundation we will be able to move one step closer to our dream of setting up the first Renewable Energy Community in Malta. The grant will enable us to conduct research on the barriers and potential of community energy in Malta, and outline the steps for setting up an energy community in detail."

DR SUZANNE MAAS, CLIMATE CAMPAIGN COORDINATOR, FRIENDS OF THE EARTH MALTA



SOCIAL, POLICY & ECONOMIC OUTCOMES

Showcased on this page are Conservation Collective's Social, Policy and Economic Outcomes. These represent the crucial role that people play in the conservation and restoration of nature. Only by addressing the co-dependency of environmental, socioeconomic and policy issues and solutions can long-term behavioural and institutional change, and conservation benefits be achieved.





SOCIAL OUTCOME FOCUSING ON EDUCATION

From Youtube films highlighting development in Turkey's last free-flowing river basin, to classes on waste management at Corfu's Sin Praxi recycling centre, to Lanka Environment Fund's trilingual social media and poster campaign to reduce snaring and consumption of bush meat – there is almost always an element of education and awareness-raising in the work we fund.

Effective, locally-informed and led, environmental education develops and enhances attitudes, values and knowledge towards the natural world, driving positive perception and building skills that prepare people and their communities to undertake environmental action. It has been found that for positive conservation outcomes, education focusing on local issues, partnerships and action is key.



CYPRUS – MARINE EDUCATION THROUGH CREATIVE ARTS

Public knowledge of Cyprus' rich marine environment - and the threats it faces - is very limited. There is an urgent need to develop and implement new curricula on environmental education and conservation.

From 2022-2024 Cyprus Environment Foundation (CEF) supported a project to deliver educational, creative workshops in schools and environmental centres, reaching over 1,300 young children to highlight issues including bycatch of vulnerable species, marine litter, poor management of Posidonia Oceanica seagrass and the conservation of the Mediterranean monk seal, to name a few.

The activities engaged young children between the ages of 3 to 12 and captured their imagination through music, the visual arts, movement, dance, drama and storytelling.



By connecting children with Cyprus' current marine challenges, the project gave them a deeper understanding of marine life. It is hoped this will spur an emotional connection and understanding about why we should be protecting our planet - highlighting how the ocean and humans are inextricably interconnected.

Workshops included the creation of awareness raising posters on minimising bycatch, protecting Posidonia, composing and performing musical pieces using recordings of seal sounds and musical instruments. Puppet shows of 'Poseidon's Grievance' were delivered and a 'Here Only Monachus' storytelling show, with live music and discussion time afterwards with the children. Professional teacher training sessions followed these workshops, giving tools and advice to enable teachers to integrate marine conservation into lessons.



Training sessions and one all-day seminar were delivered for teachers, focusing on storytelling and the use of dramatic techniques and music in marine education.

As a result of this well received project, there was a significant increase in the children's understanding of the importance of protecting vulnerable species and preserving natural resources. The project had both national and international reach, with the educational materials approved by the Cypriot Ministry of Education, Sports & Youth, and recognised by European Commission and the EU Mission 'Restore our Ocean and Waters by 2030'.

"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



IN NUMBERS

40 SCHOOLS VISITED 

 **1,300+** CHILDREN EDUCATED

125 EDUCATORS TRAINED 

 **10,000+** PEOPLE REACHED BY SOCIALS & CONFERENCES





ECONOMIC OUTCOME SUPPORTING LOCAL HEROES

Everywhere we look there are passionate individuals working with little or no funding, to realise their dreams of protecting their patch. Conservation Collective advocates to compensate people fairly and ensure that salaries are paid, freeing people up to deliver great work, rather than bootstrapping on the side of multiple other jobs.

BUTE COMMUNITY FOREST RANGER



Much of the West Coast of Scotland is characterised by tree-less landscapes, which are ecologically poorer than the native Atlantic Temperate Rainforest which covered the area in the past. It is therefore vital that we preserve the rare fragments of native woodland that remain.

Bute Community Forest was bought in 2009 by the Bute Community Land Company (BCLC), following overwhelming local support. The aims of BCLC are to increase local

community access to woodlands, through recreation and education which enhances and protects the natural environment. Since 2021, BCLC have employed a Forest Ranger to deliver these aims, however in 2024, the group approached Highlands & Islands Environment Foundation (HIEF) needing funding to secure another year of the position. HIEF awarded a grant of £10,000, and organised a matched-funding 'Grow the Seed' Crowdfunder campaign.

With additional match-funding from the Aviva Community Fund, every donation from a member of the public unlocked a triple amount pledged - £10,000 became £30,000, and Bute Community Forest secured their Ranger!

The positive outcomes extended beyond the funding boost; the campaign helped strengthen support for Bute Community Forest locally and further afield, increasing future funding opportunities and raising awareness in the process.



SUPPORTING ŽIBEL

Malta Environment Foundation (MEF) has co-financed the first paid member of staff for Žibel, an organisation working to tackle waste in a country where recycling rates are staggeringly low at 11% (the European average exceeds 40%).

Žibel's new paid member of staff has helped them bolster the number of people, businesses and groups they can engage. They are building Žibel's large network of volunteers, providing administrative support for projects and working on marketing, fundraising and sponsorship.

This has allowed them to reach new volunteers and businesses, increasing impact and unlocking new revenue. Simply put, fundraising targets which would not have been met before, have now been achieved.

"This is a much needed role which is vital to the expansion of the organisation and continuing to care for our ever-growing community. On behalf of all the team, I'd like to thank the MEF board for believing in our mission and enabling us to do more of what we love."
ANDREW SCHEMBRI CO-FOUNDER & CHAIRMAN, ŽIBEL

SUPPORTING MALTA'S RANGERS

Another non-governmental organisation, the Malta Ranger Unit, heroically patrol the island, reporting crimes including poaching, illegal fishing and dumped waste.

In 2024, MEF provided funding for a patrolling vehicle to keep employees and volunteers safe in what can often be a dangerous job. The acquisition of this car has also allowed the rangers to respond to calls more quickly, efficiently and extend their reach and impact.





POLICY OUTCOME

SUSTAINABILITY OBSERVATORIES MALLORCA & IBIZA

In 2015, United Nation Member states adopted The 2030 Agenda for Sustainable Development, a shared blueprint for peace and prosperity. The 17 agreed goals (SDGs) map out an urgent call to action for all countries, recognising that ending poverty, boosting economic growth and reducing inequality must go alongside tackling climate change and preserving the environment.

IbizaPreservation's Sustainability Observatory project began in 2018 to improve public accessibility to data on social and environmental issues affecting Ibiza and Formentera. Following the same blueprint, Mallorca Preservation launched The Observatory of Environmental Sustainability of Mallorca in 2024.

The two teams gather and analyse data across more than 70 indicators, linked to issues including biodiversity, waste, water, energy and tourism, making comparisons with historical records and monitoring compliance with 11 out of the 17 SDGs.

The aim of the Observatories is to guide priorities and action for conservation from a position of knowledge. The data is collected and analysed in an ongoing basis, allowing for nearly real-time updates that feed regular press features, and culminate in yearly reports created in collaboration with a scientific committee. The Observatories are a crucial tool to help inform, debate and promote more sustainable solutions to the trends and issues highlighted by the data.

In 2024, IbizaPreservation's Sustainability Observatory studied data revealing a population increase of 13.4% over the last 10 years, with a record number of tourists in 2023, a total of 3,379,359. In addition, during 2023, a total of 548,969 cruise passengers disembarked on the island, a significant increase of 39% on the previous record in 2019, and 3.45 times the total resident population of the island. The pressures on local resources with the increase of tourism is stark. 2023 exceeded the data for 2019 and 2022 in key areas, including water consumption, the limited reuse of treated water, energy demand, and waste generation.

Some of the most compelling findings from The Mallorca Environmental Sustainability Observatory concerned SDG 2 on Zero Hunger. Data showed that farmland coverage has increased 5.1% since 2022, making up almost 50% of the surface area of Mallorca, with organic and ecological production making up 19.21% of the total. This is extremely encouraging when put into the context of the EU Green Deal goal, which aims for 25% of agricultural produce from sustainable methods by 2030.

FISHERIES INNOVATION

SCOPING LOW IMPACT FISHING IN SCOTLAND



Currently, environmentally devastating bottom-trawling is allowed in 95% of Scotland's inshore waters. However, the Scottish Government are legally required to comply with a set of regulations that are underpinned by international obligations to protect and preserve the marine environment.

A project supported by HIEF in December 2024, which will run throughout 2025, plans to pilot a low-impact alternative model to current intensive bottom-trawl fishing.

The National Network of Inshore Static Gear Reserves (NNISGR), will focus specifically on Nephrops Norvegicus (a small lobster species also known as Norway Lobster, langoustine, or scampi). It will compare and contrast 'low impact, high value' creel fishing as an alternative to the 'high impact, low value' method of bottom trawling.

Creel fishing (also known as potting) involves baited fish traps dropped from boats to the seabed, where they remain until they are retrieved. It is profitable, species-selective and sustainable, with very little bycatch.

Presenting this model to key stakeholders in industry and Government lays the foundation for political advocacy work and has the potential to create systemic change in the management of inshore fisheries, with positive social and economic impacts for coastal communities.



ASSESSING THE IMPACT OF FISH FARMS ON POSIDONIA

In Greece, Poros Island hosts extensive Posidonia seagrass meadows, vital marine ecosystems that support biodiversity, produce oxygen and protect coastlines from erosion. However, the increasing presence and expansion of fish farms around the island poses a growing threat to these crucial habitats.

Despite concerns from the scientific community and locals, there has been a lack of concrete data assessing the extent of the impact of aquaculture on Posidonia meadows.

Argosaronic Environment Foundation initiated the University of Oxford's research project on the impacts of existing fish farms on Posidonia, co-funded by the Rauch Foundation.

Local divers, along with national and local organisations, have contributed to the project. The scientific team are surveying both control sites (located far from fish farms) and sites near facilities, as well as analysing long-term satellite imagery. The project will run until October 2025, and it is hoped that the findings will help shape future policy decisions on the sustainable development, location and extent of fish farming in the Argosaronic and the Mediterranean.

DISCO SCALLOPS IN DEVON

Scientists and fishers have discovered a new and environmentally friendly way of catching scallops. While trialling a new method of catching lobster and crab, it was proven that attaching special underwater 'disco' lights to fishing pots attracts scallops, removing the need for traditional dredging which causes damage to the marine environment.

This discovery paves the way for the creation of a new low-impact inshore fishery in Devon. The project, supported by DEF and running from October 2024 to October 2025, aims to prove the commercial viability of scallop potting to inshore potting vessels using the 'disco' method. The work seeks to provide a real alternative to harvesting scallops by dredging, creating a real change to the industry, not just in the UK, but globally. It has been featured in a BBC news article and ITV News!



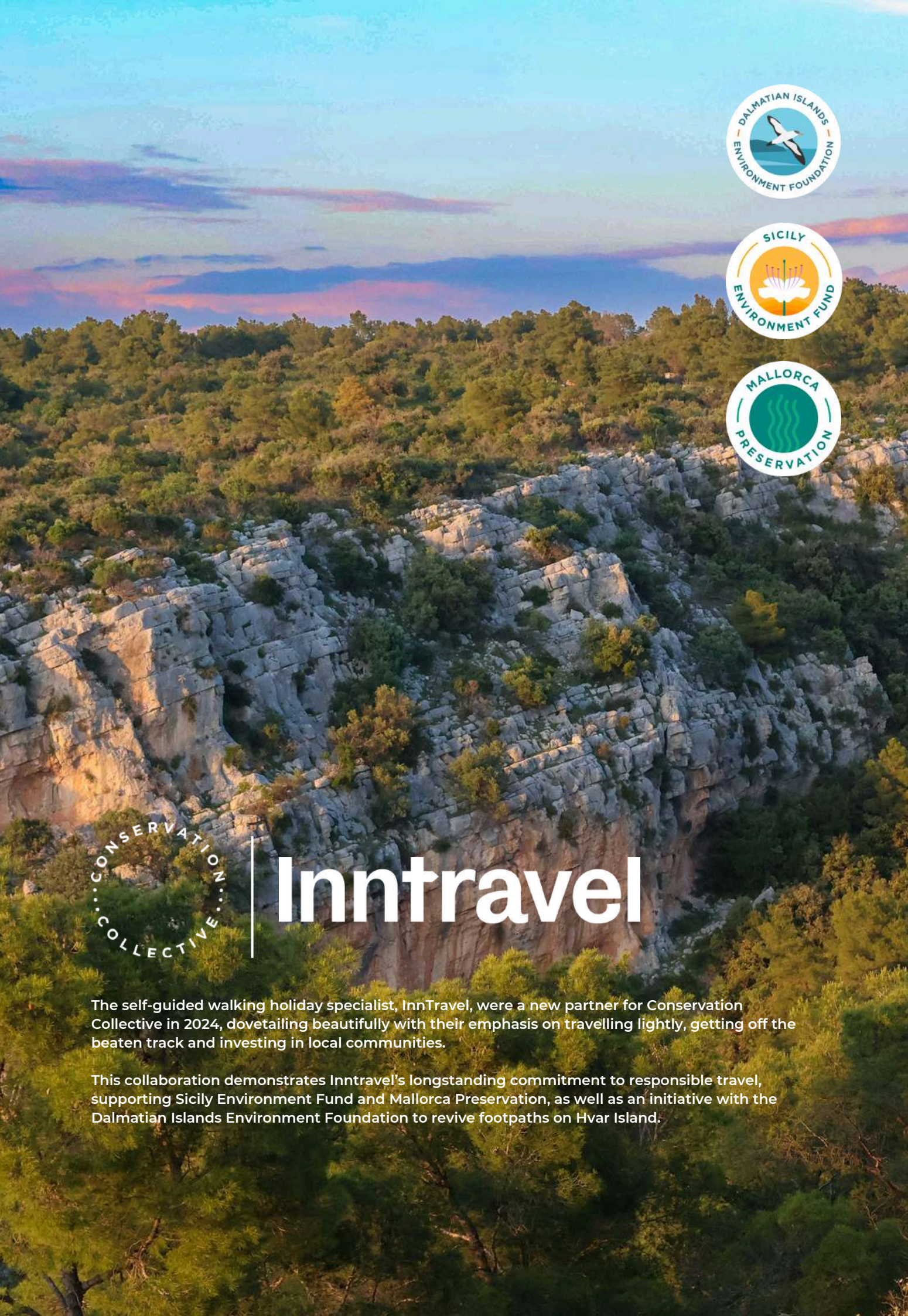


BUILDING IMPACTFUL PARTNERSHIPS

“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 Conservation Collective, The Edmiston Foundation will continue to fund locally-focused initiatives in the Caribbean and Mediterranean, supporting projects we greatly appreciate. We're excited to see the projects continue to grow and evolve over the coming years.”

ALEX HOLDEN, STRATEGY DIRECTOR, EDMISTON



Inntravel

The self-guided walking holiday specialist, InnTravel, were a new partner for Conservation Collective in 2024, dovetailing beautifully with their emphasis on travelling lightly, getting off the beaten track and investing in local communities.

This collaboration demonstrates Inntravel's longstanding commitment to responsible travel, supporting Sicily Environment Fund and Mallorca Preservation, as well as an initiative with the Dalmatian Islands Environment Foundation to revive footpaths on Hvar Island.



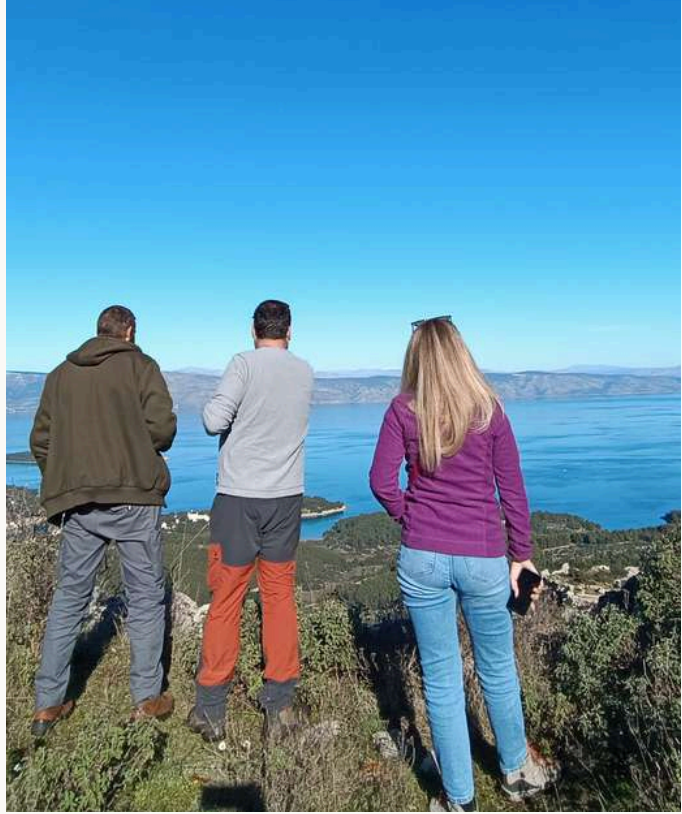
REVIVAL OF HISTORICAL PATHS WITH CIRCULAR TECHNOLOGY IN CROATIA

Hvar Island boasts a vast network of historical paths that once linked towns and villages, many of which have become overgrown.

The two year project, which began in June 2024, focuses on revitalising these old hiking trails and investing in sustainable tourism, while also addressing the island's bio waste problem (35% of all waste collected on the island) by installing an electrical composter.

The composter will significantly decrease landfill volume and methane production, while also educating future generations on effective bio-waste management practices.

This project has funded the employment of a person to restore the footpaths linking key villages, making use of the compost and creating rest areas with tables and benches, with the help of a donkey. The Jelsa Tourist Board are promoting the newly restored footpath network.





**PARTNERSHIP OVERVIEW
2021 - 2024**

 **5 PROJECTS
4 COUNTRIES**

 **AMOUNT DONATED
£218,000**

IMPACT AREAS

-  POSIDONIA PROTECTION
-  SUSTAINABLE FISHERIES
-  SEA TURTLE MONITORING

Conservation Collective's network of Foundations includes some of the most stunning marine ecosystems on Earth: from colourful coral reefs in the Caribbean bursting with life, to crystal-clear waters of the Mediterranean. Sadly, some of the world's most popular destinations, are the least protected. The Caribbean is home to some of the world's largest Marine Protected Areas, but only an average of 7% of the designated area is effectively managed and protected. The Mediterranean is warming up 20% faster than the global average, mainly due to the human pressures it faces and the fact that it is relatively shallow.

2024 marks the third year of our proud Edmiston x Conservation Collective partnership. A bespoke marine portfolio focuses on regenerating natural habitats and protecting native species in the marine environment, helping us drive meaningful change through grassroots community empowerment.

POSIDONIA PROTECTION

Small Cyclades Posidonia Alert
Posidonia Alert raises awareness of the importance of Posidonia meadows for Cyclades communities and ecosystems, and promotes best practice for the boating and yachting industries through events and bilingual materials. Each year, the target audience of the campaigns has changed: targeting local communities in 2022, ports and authorities in 2023 and schools in 2024.



Reposidonia in the Ionian

This long-term project aims to improve data availability and quality on the distribution of Posidonia oceanica meadows in the Ionian islands. In 2024 anchoring pressure on the most pristine areas of Posidonia during the peak tourist season was quantified using drones. Data revealed that in the summer of 2024, 58% of boats were anchored over Posidonia. Engagement with residents and businesses during this project, to report anchorage pressure and raise awareness about best practices, was very positive. Several boating and yachting businesses have agreed to collaborate with the project and share their vessel-tracking data.



The final reports clearly showed the negative impact of anchoring on Posidonia, whilst evidence has been gathered to show that when damaging factors are removed, meadows can recover within five years. The work has identified areas requiring immediate intervention and ultimately, should drive the designation of protected areas for the preservation of Posidonia and the Mediterranean marine ecosystem.



SUSTAINABLE FISHERIES

DigiFish in Barbados

The aim of this project is to improve the safety and traceability of small-scale fishers, to map the status of Barbados' fisheries and contribute to policymaking for Marine Spatial Planning. 88 solar-powered vessel-tracking devices have been installed on artisanal fishers' boats (although sadly 9 were damaged severely by Hurricane Beryl). The data collected from over 4,000 fishing trips can inform potential fishing restrictions based on fish reproduction seasons. The project has been rolled out in St Vincent and the Grenadines too, where 30 vessel monitoring devices have been distributed to fishers.



SEA TURTLE MONITORING

Marine Turtle Monitoring Network in St Vincent & the Grenadines

After three years of operation, this project has assembled a dedicated team of monitors and local government support for ongoing sea turtle conservation efforts in St. Vincent. In 2024, the network focused on expanding the scope of activities, including providing training sessions for rangers, and extending the coverage of the nesting season by two months. The inclusion of three hitherto unmonitored beaches revealed 8 leatherback nests, 13 hawksbill nests and one green turtle nest in 2024. Nighttime patrols were introduced, and it was noted that the ten poaching incidents that were recorded, happened on patrol-less nights. The network has increased anti-poaching efforts, such as covering the signs of turtle activity around fresh nests. A thermal image scope to detect the presence of poachers was purchased to enable monitors to observe behaviour safely.



Calant Xarxes in the Balearics

Calant Xarxes (Nets for Fair Fishing in Catalan) is a collaborative initiative seeking to engage fishermen to become allies, to champion sustainable fishing and responsible seafood sourcing across the Balearic Islands. The vision is to return to a thriving marine environment which provides social and economic benefits for the fishermen and communities that depend on it. In 2024, the project trained 64% of fishers in the Balearics (259 vessels) to obtain the local sustainable fish certification (Millorquin), with 20 boats achieving the certification. A Sustainable Fishing Guide for consumers in the Balearics will be published in March 2025. 61 restaurants have committed to the Calant Xarxes Responsible Seafood Manifesto.



WE ARE SO GRATEFUL TO EDMISTON FOR SUPPORTING THESE PROJECTS FROM NASCENT IDEAS, TO THE BLOSSOMING IMPACTFUL PROGRAMMES THEY ARE TODAY.



CRAGHOPPERS X DOLPHINS IN MALLORCA

Cabrera is the oldest and most valued MPA in the Balearic Islands. Despite this, its bottlenose dolphin population has never been properly studied. The installation and use of hydrophones and the individual identification of each dolphin by its signature whistles allowed the team to establish how many dolphins regularly inhabit these waters and their movements throughout the year.

This information was cross-referenced with mapping of the areas where underwater noise could pose a real danger to the survival of this species. Through a strong awareness-raising campaign, this project communicated findings with the wider public, bringing them closer to the natural wealth of Cabrera, and encouraging them to be stewards for its effective protection.

DARE2BE X IONIAN SUSTAINABLE SAILING ALLIANCE

The crystal blue waters of the Ionian attract thousands of recreational sailing boats every summer. While this brings significant economic opportunities to the region, it also poses a huge risk to the marine environment. Northeast Corfu is home to some of the last pristine seagrass meadows in Greece, but anchoring pressure is a serious threat.

This project focused on educating and raising awareness amongst boating businesses and crew members to follow sustainable sailing practices that ensure the preservation of the Ionian marine environment. In addition, plastic reduction and recycling initiatives were organised and, in partnership with Greenpeace Greece, freshwater fountains were installed in strategic tourist hotspots.

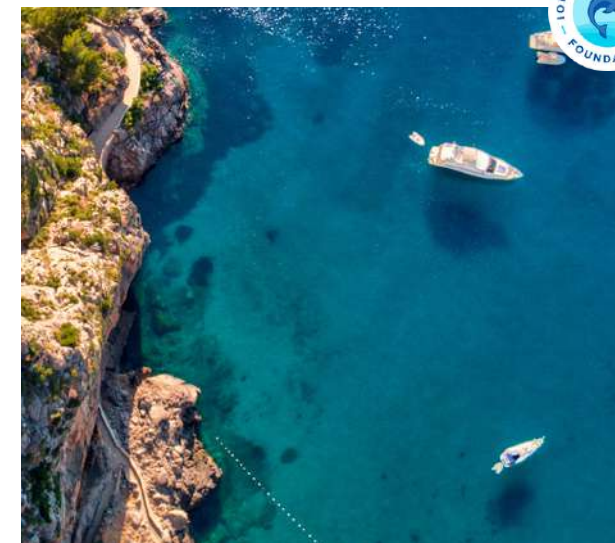


REGATTA X DEVON SEAGRASS

The Save Our Seagrass project focused on protecting seagrass meadows in Torbay through community engagement alongside physical protection. Ensuring the maintenance and monitoring of previously installed mooring systems in Fishcombe Cove reduced anchoring pressure to seagrass, allowing for their recovery. Mapping of the seagrass meadows using aerial drone imagery provided a record of the status and location of the seagrass.

Continuing an ambitious advocacy initiative helped protect the meadows by spreading awareness of their importance, the threats they face and the opportunities for individuals and businesses to reduce their impact. By working with the local community, this project empowered individuals to take action to protect their local marine environment.

WE ARE THRILLED REGATTA WILL CONTINUE THIS PARTNERSHIP FOR THE LONG TERM. RAISING AWARENESS OF THE ISSUES AND SOLUTIONS FACING THESE POPULAR DESTINATIONS AMONGST REGATTA'S OUTDOORS LOVING AUDIENCES IS SO VALUABLE!



REGATTA GROUP

In 2024, Regatta Foundation generously supported Conservation Collective with core funding and support to projects in Mallorca, Devon and Greece. Thank you Regatta Foundation and Regatta Group brands Regatta, Dare2Be and Craghoppers for supporting our work for a third year!

Since 2021, this support for our movement of environmental philanthropy has been highly effective in piloting and growing effective and impactful nature-based solutions. These have benefited both the environment and local communities in places of shared interest.

**PARTNERSHIP OVERVIEW
2023 - 2024**



**3 PROJECTS
3 COUNTRIES**



**AMOUNT DONATED
£120,000**

IMPACT AREAS



SEAGRASS PROTECTION



MARINE MAMMALS



SUSTAINABLE SAILING



CATALYTIC FUNDING

Each CC Foundation is based on a shared approach and set of values, but is in a unique location, and is comprised of individuals with a wide range of concerns, experiences and motivations. Philanthropy is powerful because of its ability to take risks and provide patient capital. Innovative new concepts, nascent ideas and feasibility studies can ignite wide scale change further down the road.

BARBADOS ENVIRONMENTAL CONSERVATION TRUST X LONG POND WETLAND RESTORATION PROJECT

In 2024, the Barbados Environmental Conservation Trust provided funding for a crucial rehabilitation action plan for a unique coastal wetland and estuarine lagoon called Long Pond. A wide range of habitats in Long Pond support a variety of biodiversity, including migratory and water birds, sea turtles, crustaceans, fish, and mangroves, such as the rare and endemic black mangrove. Ecosystem services provided by the wetland include food provision, climate regulation and flood prevention.

Despite the value and importance of Long Pond, the area lacks formal protection. It faces a variety of threats including pollution, cattle grazing, fires, invasive alien species, development and the over-harvesting of resources.

The Long Pond Wetland Rehabilitation Action Plan provides a strategy to restore the wetland, with a ten year goal:

“By 2035, Long Pond will be a well-managed, protected area, appreciated for its biodiversity, natural beauty and cultural significance supported by strong inter-agency collaboration with local communities, providing access and opportunities for the benefit of all.”

This comprehensive plan has outlined policy, legislation, regulation and enforcement objectives, key education and outreach activities and an exploration of funding opportunities, including ecotourism ventures. The report paves the way for other funders, by identifying clear interventions leading to the restoration of Long Pond.

CORRIDORS FOR CONSERVATION X LANKA ENVIRONMENT FUND X OAK FOUNDATION

In 2020 LEF supported the Wilderness & Wildlife Conservation Trust’s successful two year project to identify and establish forest corridors in the highly fragmented sub-montane forest ecosystems of the Central Highlands of Sri Lanka. The objective of the project was to ensure the viability of the island’s leopard population and by doing so, utilise the leopard as an ecological umbrella, ensuring concurrent preservation of wider biodiversity.

As a result of this work, two new forest corridors, Western Ridge Corridor and the Elbedda Forest Corridor were identified and established, whilst 57 individual leopards were detected across three ridge areas.

In 2024, the grantee wanted to scale this project, looking to leverage the success of the work, to raise further funding, with the goal of identifying and restoring more areas to protect leopards, increase native highland forest cover, improve watershed resilience and create vital refuges for broader biodiversity. In addition, the grantee wanted to acquire resources to patrol for snare removal and effectively engage local plantation communities in developing a sense of environmental stewardship.

Oak Foundation has been a key supporter of Conservation Collective since early on in our journey, making crucial donations that have enabled us to build and grow at the core charity. Through this relationship, Oak Foundation heard about LEF and its Corridors for Conservation project, committing to fund the scaling up of this project for three years.



photos by Yanik Tissera



DEVON ENVIRONMENT FOUNDATION X EXMOOR TREE NURSERY X NATIONAL LOTTERY



In 2021 DEF made a grant to Exmoor National Park Authority, to support a tree nursery on Exmoor. The park authority worked with another DEF grantee, Moor Trees, to replicate their brilliant Dartmoor model, to create resilient native woodlands, prevent downstream flooding, reduce soil erosion, enhance biodiversity and improve water quality. Locally distinctive species that are better adapted to local conditions are generally not available from commercial nurseries, such as wych elm, aspen, black poplar and whitebeams. Seeds gathered locally were propagated to increase representation of local, declining varieties.

In 2024, DEF received a message to say that the Exmoor Tree Nursery had secured £1.25 million from the National Lottery for a four-year programme called Exmoor Pioneers. The Lottery had been attracted and impressed by the tree nursery which DEF had been instrumental in getting off the ground, with the grantee writing to the Executive Director of DEF;

“You can see how your initial funding got us off the ground and in a real way has helped us lever in quite a slug of lottery funding”

Conservation Collective, with its UK core and global network of foundations acts as a highly effective conduit for funding, contacts, relationships, knowledge and expertise, channelling those elements to where they are needed most – in frontline conservation.

NATURE FINANCE

The funding gap to halt the biodiversity crisis is estimated to be more than £500 billion per year. While governments have historically contributed to funding the majority of conservation work, public funds most likely won't be enough to fill the significant remaining gap, and the private sector – whether it is to comply with global environmental policies or through voluntary contributions – will have to play a bigger role in the decades to come.

Biodiversity credits – financial tokens purchased by companies to deliver biodiversity net gains – are one of the many instruments being developed to achieve that.

LIVING FORMENTERA PILOT

Conservation Collective, IbizaPreservation, Evertree, Nature & People Foundation, Mishcon Purpose.

In January 2024, Conservation Collective led a consortium, trialling an innovative biodiversity credits methodology to restore nature in peri-urban areas on Formentera: the Urban Biodiversity Standard. This Standard presents a scheme for financing biodiversity enhancement through credits in an urban environment frequented by tourists, thus leading to greener, healthier and more resilient towns and cities. Similar pilot projects are being trialled by lead partner, the Nature and People Foundation, in Rio de Janeiro and Nairobi.

The Living Formentera Pilot project mapped the vegetation coverage of Formentera, analysed the species found there, identified those most effective at providing ecosystem services in a climate change scenario (e.g. heat absorption, drought resilience), and drafted a high integrity biodiversity credits framework to finance their restoration.

The project identified Formentera as a biodiversity hotspot in the Mediterranean, with the highest density of endemic species of the region (33 species in an area of 83 km²).

However, the project also found that Formentera is an island where urban areas chronically lack trees to reduce the increasingly hot temperatures of the summer. Excessive heat affects local businesses and livelihoods as fewer people spend time and money in urban centres.

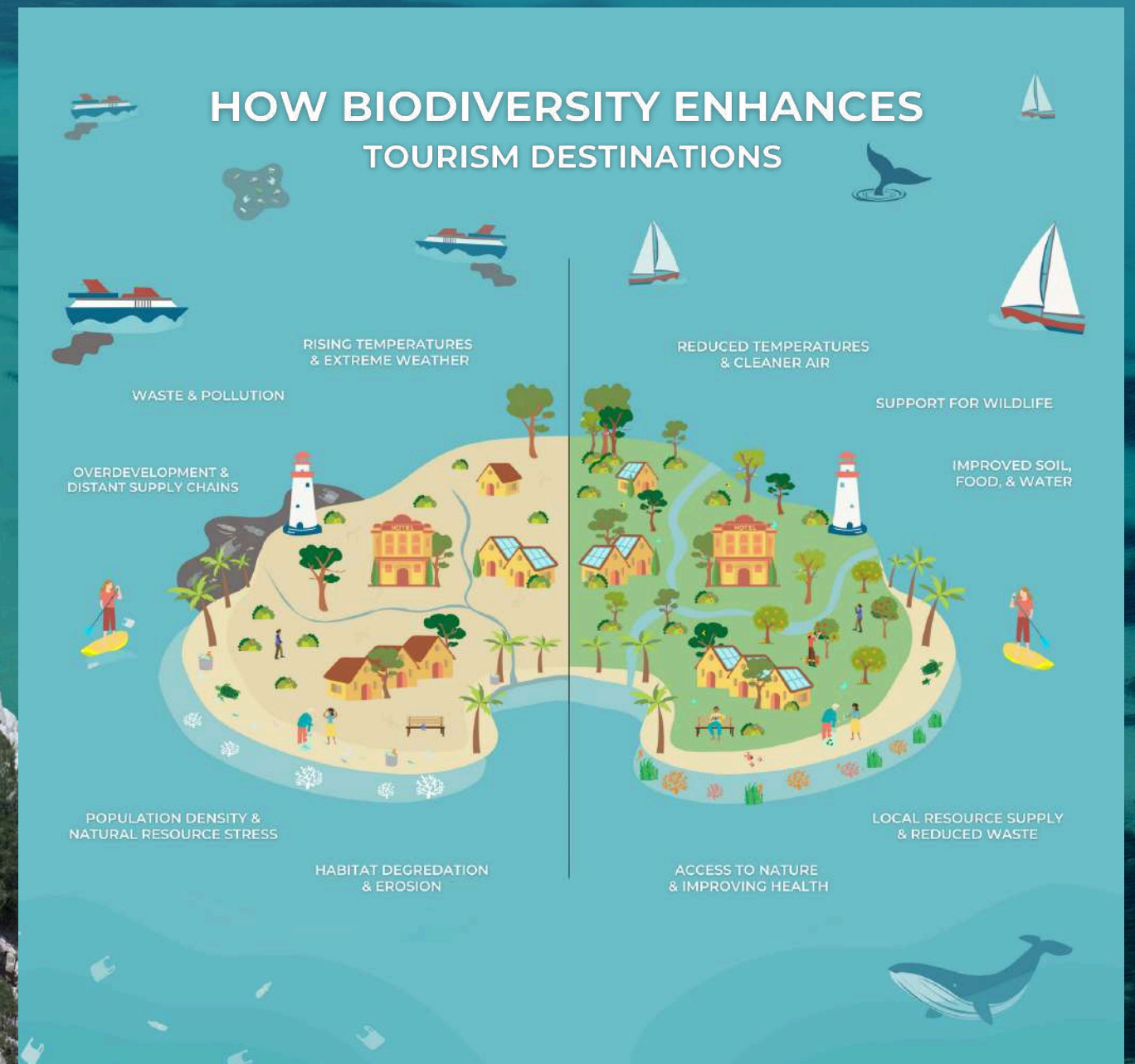


Formentera, like many other regions in the Mediterranean, is struggling with drought, desertification and wildfires. The restoration of native species is critical in tackling these threats. Plants such as carob, fig and olive trees; juniper; savin; and rosemary bushes help regulate temperatures, absorb carbon and air pollutants, retain water and attract wildlife.

The community consultation process, facilitated by IbizaPreservation, concluded the island needs an additional 10,30 km² of green coverage from native vegetation to continue to be sustainable and enjoyable for humans to live in and visit. Persuading local businesses to invest in such restoration projects would bring in profitable eco-tourism opportunities and improved social and economic health.

We understand that biodiversity credits and/or other corporate financial instruments, will be key to fund nature restoration projects around the globe before it's too late. However it's a complex area, and Conservation Collective has been consulting with nature finance experts throughout the duration of this project and coordinating knowledge sharing across the many project partners and stakeholders.

One of the greatest advantages of our agile and unbureaucratic model is that we can observe market trends and get involved in innovative schemes at the most beneficial moment... Watch this space!



FINANCIALS & SUPPORTERS

“Commitment to sustainability has been at the heart of Inntravel since we started over 40 years ago. Connecting with our natural environment – and working with our partners to protect it – underpins our dedication to responsible holidays. In doing so we work to understand our impact and redress the imbalances to protect our collective future.

Our natural world supports us all: the food we eat, the air we breathe, our mental wellbeing, and our happiness. Actions speak louder than words, and that’s why we’re proud to partner with Conservation Collective who share our sustainability priorities.”

RUTH WOODALL, SUSTAINABILITY LEAD OF INNTRAVEL

A NOTE FROM OUR FINANCE & GOVERNANCE DIRECTOR

FINANCIAL SUMMARY

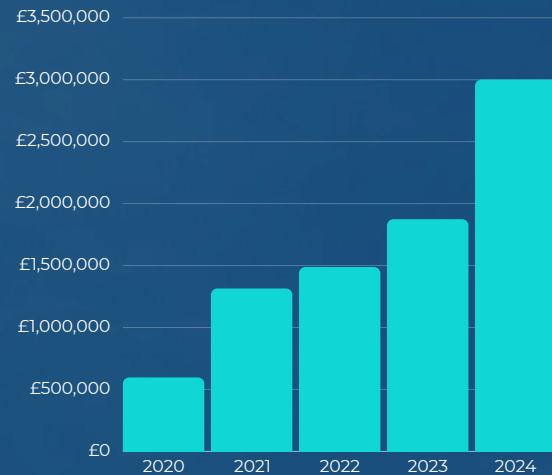
2024 has provided many moments of celebration in advancing our mission to protect what we love.



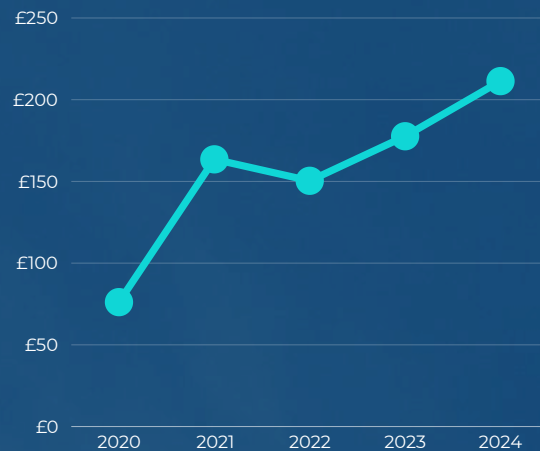
Paulina King Bravo
Finance & Governance
Director

FOUNDATIONS

- The number of Foundations in our global movement has more than doubled in the last four years from 10 in 2020, to 21 in 2024.
- The fundraising efforts continue to be robust and diverse at the Foundation level with an average size per Foundation of £177,638 (2023) versus £211,371 (2024) – a growth rate of 19%.
- The 21 local Foundations that make up our network have raised £3 million in 2024 through the UK alone (1.6x more than 2023). Even more has been raised locally by affiliated members.



Foundation funds captured in the UK

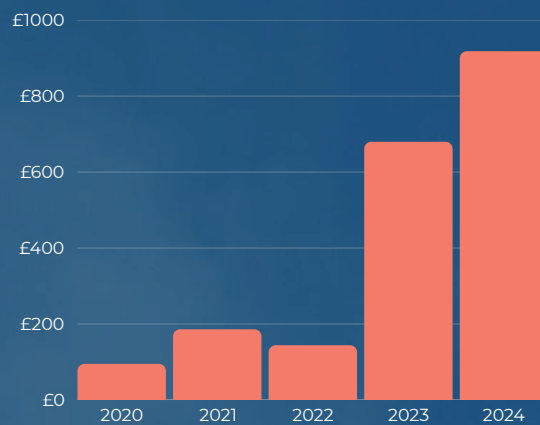


Average size/foundation (estimated)

RECHANNELLING

Conservation Collective has been a catalyst in this growth, rechanneling £918,094 (2024) to Foundations through corporate partnerships and CC direct donations to members (core donations to establish new foundations or support on capacity building). This is a 60% increase from 2023.

This is testament to the impactful work of our Foundations. We are so proud to have contributed to nature recovery and restoration through our local Foundations with £2 million since 2020.



Funds rechannelled to our Foundations

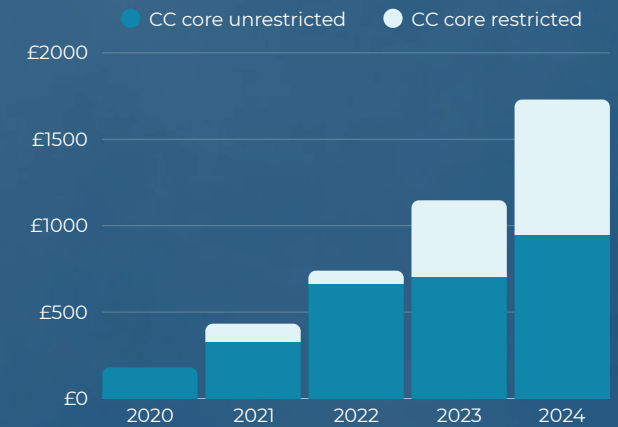
CENTRAL CHARITY

Total central charity overheads have increased by 23% from £501,410 (2023) to £617,574 (2024). This reflects our growing team, created to provide comprehensive support to our network members. In 2024 a communications specialist and a network and events officer joined our team. During the year, we made a substantial investment in our shared grant management infrastructure system and the Global Gathering, amongst other network benefits.

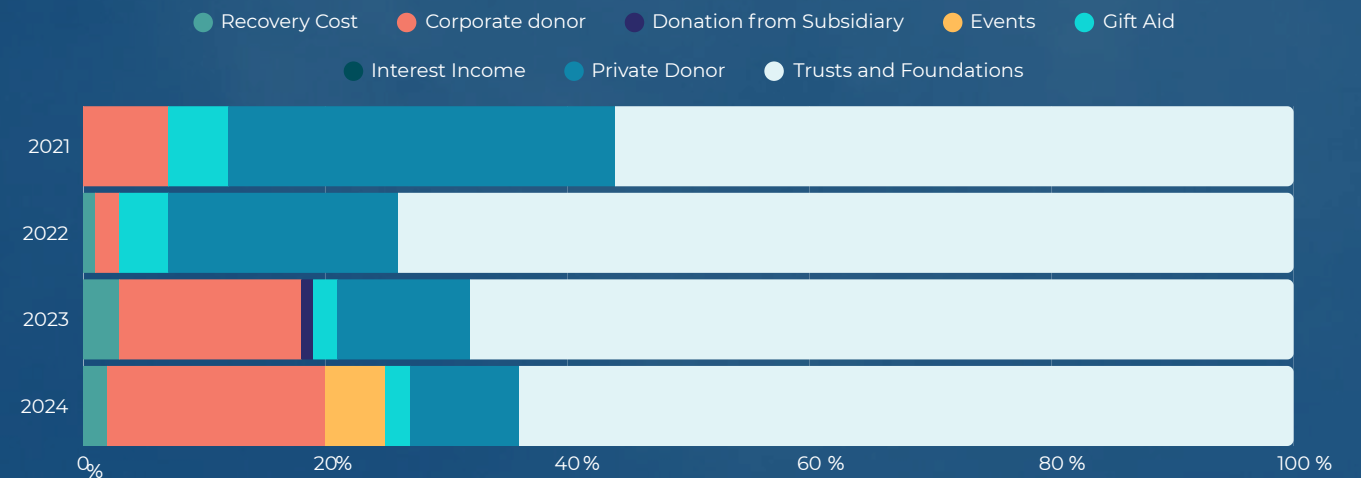
Conservation Collective 'free reserves' were £691,151 on 31 December 2024. These reserves fall within our reserves policy of minimum six months. Conservation Collective keeps working on securing substantial multiyear donations that allow us to deliver our long-term organisational objectives.

Building resilient Foundations is even more important in this ever-changing global environment.

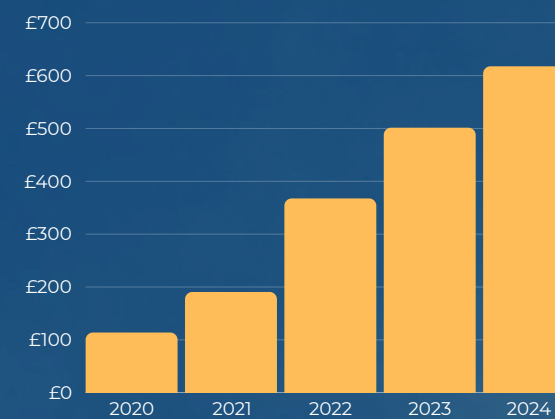
Thank you for your contributions.



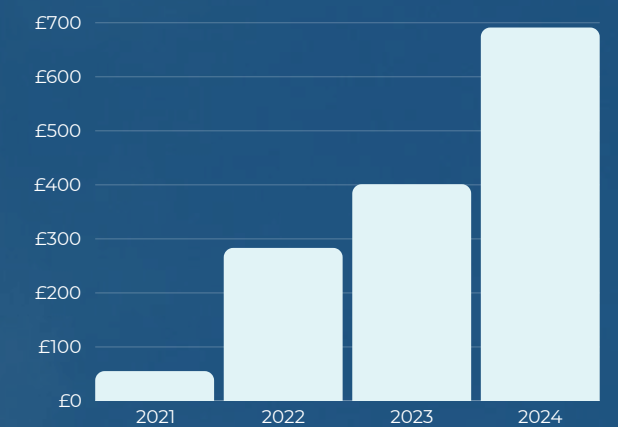
CC Core restricted vs unrestricted



Fundraising streams CC core



CC Core overheads



Reserves evolution



OUR SUPPORTERS

ELEPHANTS IN SRI LANKA photo by Yasas Ratnayake

TRUSTS & FOUNDATIONS



CORPORATE PARTNERS



STRATEGIC PARTNERS



“We’re delighted to be launching a partnership with Conservation Collective to enhance biodiversity in some of Europe’s most loved holiday hotspots. We look forward to supporting their conservation efforts in Menorca and the Cyclades, contributing to long-term environmental sustainability.”

MATT CALLAGHAN
Chief Operating Officer of easyJet holidays

WHAT'S NEXT?

Photo by Yiannis Issaris/HCMR

A SHARED COMMITMENT TO RESPONSIBLE TOURISM



We are proud to announce our new partnership with easyJet holidays. This is a unique opportunity to work with a partner who can put local issues in front of the mass of tourists that visit these islands. Through this collaboration we are getting the environmental message out of the echo chamber and into the mainstream! The collaboration will support:



Tackling Plastic Waste in Menorca

With Menorca Preservation, easyJet holidays is working with 10 of its partner hotels to achieve a plastic-free certification: an initiative to eliminate single-use plastics and promote sustainable alternatives.

Certified hotels will receive reusable beach item stations, reducing waste on Menorca’s beaches and improving the health of local ecosystems.

Protecting Posidonia Meadows in the Cyclades



To help protect Posidonia, an essential species for biodiversity and carbon sequestration, Cyclades Preservation Fund (CPF) is building on its work engaging island communities to value and protect Posidonia which since 2021, through the Cyclades Posidonia Alert programme, has reached over 1,500 adults and children across 14 islands.

2024 ended with the exciting news that easyJet holidays is partnering with CPF in Santorini to raise awareness among tourists and tour operators. The initiative includes providing webinar training for hotel staff on the ecological significance of this seagrass and ways to safeguard it and distributing educational materials at hotels, videos for tourist bus transfers, organising ‘Snorkelling with Posidonia’ experiences in collaboration with local diving centres.

ANTIGUA & BARBUDA ENVIRONMENT FOUNDATION



Antigua and Barbuda, in the eastern Caribbean’s Lesser Antilles, consists of three main islands, including the uninhabited Redonda, plus 50 smaller islands home to unique species like the endemic Antiguan racer and Redonda ground lizard. These islands support rich marine and terrestrial ecosystems, vital for regional biodiversity.

The islands are threatened by habitat destruction, invasive species, and climate change. Invasive species like the African giant land snail have disrupted ecosystems, while hurricanes and coastal development endanger critical habitats.

Launched in 2024, the Antigua & Barbuda Environment Foundation is rallying donors to protect these islands, with its first grants expected in mid-2025.



AVON, BRISTOL & COTSWOLDS ENVIRONMENT FOUNDATION

England is one of the most nature-depleted countries, with 50% of species in decline since the 1970s. The Avon, Bristol & Cotswolds region spans saltmarshes, grasslands, and urban spaces, home to adders, otters, and migratory birds. Key habitats include two Areas of Outstanding Natural Beauty, internationally important wetlands, and numerous Sites of Special Scientific Interest. Threats to the area include intensive farming, pollution, and development, endangering biodiversity.

Avon Bristol & Cotswolds Environment Foundation is under development. Once launched, it will focus on restoring and reconnecting nature, tackling climate change, and supporting community-driven conservation.



MÁLAGA PROVINCE ENVIRONMENT FOUNDATION

Málaga, in southern Spain, hosts rich biodiversity, including 80 endemic plants like the Spanish fir and white rosemary, plus rare fauna like the Iberian ibex and Betic midwife toad. Its Alboran Sea coast links Atlantic and Mediterranean ecosystems but faces threats from habitat loss, agriculture, urban expansion and mass tourism. In 2023, 6.2 million visitors put a considerable strain on local resources, particularly in the Costa del Sol.

The Málaga Province Environmental Foundation (MPEF) launched in January 2025 with support from The Marbella Club, and will work to protect the region’s natural resources and bioabundance.



OUR TEAM

CORE TEAM



Jade Brudenell
Executive Director



Kendra Walsh
Network Director



Paulina King Bravo
Finance & Governance
Director



Berta Manzano
Programme Manager



Sekoah Kwon-Salkin
Partnerships Executive



Lauren Park Ramsay
Head of Communications



Francesca Hicks
Communications Manager



Iona Marshall
Network & Events Officer



Fridah Gitonga
Finance Officer

OUR FOUNDER & CHAIRMAN

Ben Goldsmith – Founder & Chair of Conservation Collective

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



TRUSTEES



George Duffield
Co-Founder of Blue
Marine Foundation



Emma Askew
Founder/Director
of Earth Minutes



Brendon Moorhouse
Environmental Law
Professor & Barrister at
Six Pump Court



Andy Brainin
Co-Founder of
Biofarm



Michael Maunder
Conservationist

GLOBAL ADVISORY PANEL (GAP)

The GAP comprises experts who voluntarily share their time and advice with members of Conservation Collective to turbocharge our local capacity.

We are so lucky to have the support of:

Max Bello - Marine Protected Areas - Mission Blue | Florence Miller - Environmental Funders Network | Dr Axel Moehrensclager - Biodiversity - IUCN | Kathryn Matthews - Marine Ecosystems - Oceana | Hassan Sachedina - Carbon Markets - BCP | Darius Sanai - Responsible Culture - Lux Magazine | Samantha Welsh - Responsible Culture - Lux Magazine | Brendon Moorhouse - Environmental Law Professor | Ed Maltby - Wetlands | Mark Beeston - Carbon Credits - Conservation International | Astrid Vargas - Regenerative Agriculture | Jonathan Hall - Invasive species - Conservation International | David Newman - Waste Management | Alice Brudenell Bruce - Conservation PR and Journalism | India Heathcote - Events and Production | Dr. Roger Woods - Marine Ecosystems & Seagrass.

THANK YOU

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We couldn't have done any of this
without your generous support.



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