

THE NATURE CONSERVANCY



EARTH. A STUNNING PANORAMA OF LIFE. THIS IS WHAT DREW MOST OF US TO CONSERVATION IN THE FIRST PLACE. BUT AS THE WORLD HAS BECOME EVER MORE CONNECTED AND COMPLEX, WE'VE COME TO REALIZE THAT WHILE CONSERVATION IS STILL ABOUT SAVING THESE ANIMALS AND THESE PLACES, IT'S ALSO ABOUT US AND OUR ABILITY TO ENSURE OUR OWN SURVIVAL. THE NATURE CONSERVANCY HAS AN EXTRAORDINARY LEGACY OF PROTECTING LAND AND WATER, AN ENORMOUS SCALE.

WE REALIZED A LONG TIME AGO WE COULDN'T ACHIEVE OUR MISSION WORKING JUST ONE PLACE AT A TIME. SO TODAY WE'RE FOCUSED ON SOLVING THE BIG PROBLEMS THAT AFFECT MANY PLACES IN ORDER TO CREATE A WORLD IN WHICH PEOPLE AND NATURE THRIVE TOGETHER.

BY 2050, GLOBAL POPULATION IS EXPECTED TO GROW TO MORE THAN NINE BILLION PEOPLE. THE GROWING NEEDS FOR FOOD WATER AND ENERGY WILL TAX OUR NATURAL WORLD AS NEVER BEFORE. AT THE SAME TIME, WE FACE THE THREATS OF CLIMATE CHANGE, MAJOR BIODIVERSITY LOSS AND WATER SCARCITY. A NEW KIND OF CONSERVATION IS NEEDED.

WE'RE USING SCIENCE TO SET OUR PRIORITIES BUT REALLY A WHOLE NEW SET OF SCIENCE THAT WE HAVEN'T USED BEFORE. WE'RE HAVING TO LOOK AT ECONOMICS, AGRONOMY AND HYDROLOGY TO HELP US SEE THE WHOLE SCOPE OF THE CHALLENGES THAT WE FACE TO MAKE SURE WE'RE DOING THE MOST EFFECTIVE, IMPORTANT THINGS. WE BELIEVE THAT WE CAN HARNESS THE AWESOME POWER OF NATURE AND RENEW OUR THRIVING PLANET. OUR AREAS OF FOCUS ARE NOT COMPLICATED AT ALL. WE'RE STILL COMMITTED TO PROTECTING LAND AND WATER. WE'LL CONTINUE TO LOOK FOR THOSE UNIQUE OPPORTUNITIES TO PROTECT REALLY PRECIOUS ECOSYSTEMS, ESPECIALLY ONES THAT WON'T BE PROTECTED UNLESS WE STEP UP AND DO IT. WE'RE STILL IN THAT BUSINESS. ADDRESSING CLIMATE CHANGE, FEEDING THE WORLD SUSTAINABLY AND BRINGING NATURE TO CITIES. THAT'S THE TNC GAME PLAN FOR THE BIG CHALLENGES AHEAD. FOR THIS SPECTACULAR PLANET AND ALL THE LIFE IT HOLDS, THE CLOCK IS TICKING. ONLY BY WORKING TOGETHER CAN WE GIVE PEOPLE HOPE; KEEP OUR WILDLIFE, WILD; KEEP OUR HOME, HOME.