



# Report on the Implementation of the IUCN Programme in 2009





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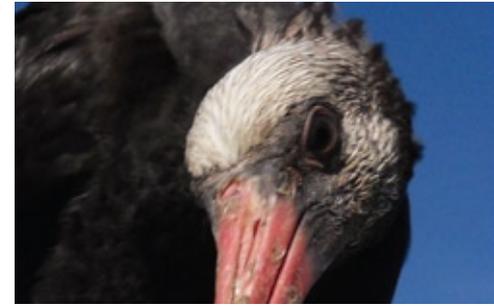


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# OUR DONORS



Year after year, the work of IUCN is made possible through the generosity, trust and support of a growing number of donors and partners. This includes governments, bilateral development agencies, multilateral and intergovernmental institutions, international conventions and non-governmental organizations, foundations and corporations.

Despite the challenging economic climate, IUCN's overall income in 2009 reached CHF 131 million. The financial climate continues to bring concerns about the prospects for continued support from Official Development Assistance (ODA), which represents a large portion of IUCN's income.

Core income from Framework Partners continues to be instrumental in supporting the Union and its Programme of work. It allows the organization to focus on its real value as a network and to apply its value proposition effectively. The governments of Canada, Denmark, France, The Netherlands, Norway, Spain, Sweden and Switzerland, together with the MAVA Foundation, renewed their commitments to provide core funding in support of the IUCN Programme 2009–2012.

While IUCN acknowledges the importance that ODA will continue to play in funding the Union's work, it also acknowledges the need to expand and diversify its funding base, particularly from non-ODA sources. As part of this

strategy IUCN launched an initiative to generate core revenue from private high net worth individuals. It has also been active in exploring other new funding streams such as strategic partnerships with the private sector and foundations.

The campaign for the IUCN Conservation Centre, IUCN's headquarters extension, brought in several new supporters in 2009. IUCN is pleased to acknowledge the support of Holcim, MAVA Fondation pour la Nature, Kinnarps, Philips, Ms Margot Bennett-Mathieson, and the Loterie Romande in the construction of one of Europe's greenest office buildings. IUCN also wishes to express special thanks to the Swiss Confederation and the Commune of Gland, in making this project a reality. This state-of-the-art complex will enhance IUCN's position as the world's leading environmental network. It will also help cultivate partnerships for stronger collective action among the conservation community, government, private sector and society. The IUCN headquarters in Gland, Switzerland will set a benchmark in sustainable construction.

## Framework Partners



Canadian International Development Agency



Ministry of Foreign Affairs, Denmark



The French Development Agency



Ministry of Foreign Affairs, Directorate-General for International Cooperation, The Netherlands



Norwegian Agency for Development Cooperation



Spanish Agency for International Cooperation for Development



Swedish International Development Cooperation Agency



Swiss Agency for Development and Cooperation



MAVA Foundation

Programme and Project funding (above Swiss francs 250,000 per annum)

## Governments



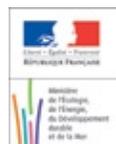
Federal Ministry for European and International Affairs, Austria



International Development Research Centre, Canada



Ministry for Foreign Affairs of Finland



Ministry of Ecology, Energy, Sustainable Development and Sea, France



Ministry of Foreign and European Affairs, Directorate-General for International Cooperation and Development, France



Federal Ministry for Economic Cooperation and Development, Germany



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany



Ministry of Foreign Affairs, Directorate General for Development Cooperation, Italy



Ministry of Agriculture, Nature and Food Quality, The Netherlands



Ministry of the Environment and Rural and Marine Affairs, Spain



Barcelona Provincial Council, Spain



Regional Ministry for Environment, Government of Andalusia, Spain



Department of the Environment and Housing, Government of Catalonia, Spain



Department for International Development, United Kingdom



Department of State, United States of America



United States Agency for International Development

## Multilateral Agencies and Conventions

	Asian Development Bank
	Convention on International Trade in Endangered Species of Wild Fauna and Flora
	European Commission
	Global Environment Facility
	Ramsar Convention on Wetlands
	Union Economique et Monétaire Ouest Africaine
	United Nations Development Programme
	United Nations Educational, Scientific and Cultural Organization
	United Nations Environment Programme
	The World Bank Group



Global Water Partnership Organization



International Institute for Environment and Development



Rights and Resources Group



TRAFFIC



World Wide Fund for Nature

## Private Sector



Danone

Holcim

Kinnarps AB

Philips

Sakhalin Energy Investment Company Ltd

Shell International

## Foundations

	Ford Foundation
	Fundación Gonzalo Río Arronte I.A.P. Mexico
	Keidanren Nature Conservation Fund
	The John D. and Catherine T. MacArthur Foundation

## Non-Governmental Organizations

	BirdLife International
	Catholic Relief Services
	Conservation International

# OVERVIEW 2009



## TRANSFORMING WORDS INTO DEEDS

Last year IUCN set out to implement its 2009–12 Programme in ways that would fundamentally alter the Union's content, structure and delivery. Reform was hard but necessary. And through engagement with Members – collaborating on initiatives too intricate and too numerous to describe them all here by name – we largely succeeded.

Indeed, almost all the work described in the following pages was accomplished with Members. What this report describes is the progressive nature of that evolving relationship, the added value of our interdependent bonds, and how our whole Union collaborates to become so much more than the sum of its thousand parts.

### Our Global Thematic Work

Our network forged tighter linkages between Members, Commissions and the Secretariat to influence decisions in cities and add pragmatic value in the field. Every IUCN component must now define its work in terms of measurable outcomes and defined results. And the Union's global programmes were restructured into four thematic groups:

First, the **Biodiversity Conservation Group** graduated beyond the 2010 target to consolidate its work, influence policy, and create new tools that protect and restore nature. The **Species Programme's** seamless Red List collaboration with the **Species Survival Commission** incorporated rising climate change threats to species and created the new Integrated Biodiversity Assessment Tool. The tool overlays species and protected areas data, allowing IUCN to package this information for private sector clients who then use it in their decision making. Heading into a major Conference of Parties, the **Programme on Protected Areas** and the **World Commission on Protected Areas** improved the capacity, categories and effectiveness of management in parks, refuges, forests and seascapes. The **Global Marine Programme** generated new knowledge to manage coral reefs, protect Indian Ocean seamount biodiversity, conserve the Western Grey Whale, and govern the high seas.

Next, the **Environment and Development Group** led IUCN's strategy to influence climate change negotiations by showing Copenhagen technocrats that real solutions are rooted in nature. The **Forest Conservation Programme's** multi-regional Livelihoods and Landscapes initiative progressed by linking jobs, governance and restoration-focused work. By connecting local forest producers to global supply chains, IUCN gave traction to the Reducing Emissions from Deforestation and forest Degradation (REDD) initiative. The **Water Programme** consolidated Phase I lessons from the Water and Nature Initiative while preparing in Phase II to scale up from river basins to national policy. The **Ecosystem Management Programme** defined practical approaches using ecosystems to help people adapt to climate change and natural disasters; in collaboration with the **Commission on Ecosystem Management** it also developed a new Islands Initiative for IUCN Members and partners. The **Senior Advisors on Social Policy and Gender** strengthened the voice and role of indigenous peoples and women in climate change negotiations. The **Commission on Environmental, Economic and Social Policy** promoted the human rights of the world's indigenous and mobile peoples in natural resource policy decisions.

The **Environmental and Economic Governance Group** has taken charge of the programme areas on "Greening the World Economy" and "Naturally Energizing the Future". The **Business and Biodiversity Programme** revised IUCN's Private Sector Guidelines while managing ongoing relationships with private sector partners in Shell, Holcim and others. The Energy Initiative diversified its network and portfolio to better shape and influence biofuels, hydropower and island energy systems. The **Global Environmental Economics and the Environment Programme** and the **Chief Economist** raised IUCN's profile and portfolio in defining payment for ecosystem services and the economics of REDD, while contributing substantively to the report on The Economics of Ecosystems and Biodiversity. The Species Programme and the Species Survival Commission to CITES worked with partners through TRAFFIC to monitor and analyze the legal and illegal international trade of wildlife. The **Environmental Law Programme** and the **Commission on Environmental Law** provided judicious legal advice from the REDD regime on how to pay for ecosystem services.



Finally, the new Programme and Policy Group combines units for programme coordination, science and learning, and global policy. The Science and Learning Unit started a Science Bulletin that provides IUCN with a survey of the scientific literature. The Programme Cycle Management Unit oriented the Union toward results-based management by working with the Global Finance Group to integrate budget and planning cycles. The Global Policy Unit guides, supervises and coordinates IUCN's engagement and participation in multilateral processes and helps develop position papers for key policy messages. The Commission on Education and Communication built capacity, developed and promoted toolkits that clarified and informed participation and awareness in environmental conventions.

#### Our Regional Work

From forests to reefs to transboundary river basins, regional programmes working closely with IUCN Members were better structured to link conservation and livelihoods. Among other things, Asia's Mangroves for the Future initiative promoted coastal restoration and local livelihoods, and exemplified multi-country efforts to expand its profile and work in India,

Indonesia and China. Oceania demonstrated how new energy systems can reduce local resource pressure while lowering the carbon footprint of Pacific islanders.

West Asia's Regional Water Resources and Drylands Programme (REWARD) restored critical water resources for agriculture, industry, domestic use and nature. In Europe, IUCN builds on the landmark Countdown 2010 as the brand for raising awareness on biodiversity. In East and Southern Africa, IUCN promotes pioneering approaches to community-based natural resource management, endowing local people with ownership responsibilities over biodiversity to ensure long-term security for people and nature alike. Large scale initiatives in West and Central Africa, such as the Poverty Reduction and Environmental Management Initiative (PREMI), embody cutting-edge integration of protected areas and marine conservation. IUCN in South America has spearheaded new approaches to forest governance and certified use of wild plants, while Meso-America's team has linked jobs, governance and local watershed management in ways that harmonize conservation and development.





### **Stronger Integrated Resilience**

One of the Union's essential challenges is responding to the demand for "resilience against radical change". The radical change may be climatic, as emissions concentrate and rising temperatures expand the seas and exacerbate droughts, floods and fires. It may be demographic, as refugees spill across borders to amass on fragile landscapes. Indeed, radical change may be demographic and political and economic as nine billion humans seek more goods and services from finite ecosystems. Most likely, it is all these at once.

Resilience – the antithesis of rigid, fragile and vulnerable – is a means of adaptation, a durable coping strategy. In times of stress individuals can boost resilience. Quit smoking. Get frequent checkups. Exercise regularly. Eat a nutritious diet. Reduce exposure to needless risks. Save more than you consume. Invest in diversified resource assets.

IUCN embraces a similar approach. Nature evolves with built-in resilience, but nothing could prepare it for the compound stresses that compromise and weaken its immunity. We build resilience in nature not by sealing it off from humanity, but by empowering those individuals and communities who most depend on its integrity to endure.

Easier said than done? Perhaps. But our programmes and Members and partnerships are doing it. Highlights run the spectrum from local to global, and range from efforts to defend the forest tenure of indigenous people, to re-define the water use rights of riparian communities, and to lock in a long-term biodiversity plan within multinational industries.

In this light, our collaborative work channels the self-interest inherent in human nature into a social, political and economic good. We thus preserve biodiversity for more than aesthetic beauty, showing how it reduces the odds of systemic collapse. The tracking of threatened or endangered species warns us against risky economic behaviour. Saving resources saves money, reduces social friction and makes businesses more competitive. And by strengthening the integrity of forests, coral reefs and freshwater basins we secure the foundation on which we live.

IUCN has opened a new chapter in its progressive evolution. The demand for resilience is universal and, given the shared menace of radical change, our Union's collaboration is as essential as it is urgent.

# PLANNING AHEAD



**BILL JACKSON**  
Deputy Director General

Like all species, *Homo sapiens* evolved in response to short-term stimuli. At best, our public officials look months ahead to the next election; our business executives anticipate quarterly earnings reports to shareholders. As a consequence, this hardwiring makes it difficult to reconcile instinctively self-interested demands of immediate hunger, desire or fear with the longer term risks and opportunities associated with precious resource assets.

We devour our natural capital when we can live comfortably off its interest. The time scales of human and natural economies run to different clocks, yet ultimately our society depends on the goods and services that ecosystems provide – and not the other way around. We intuitively grasp the underlying message that people need nature more than nature needs us, but changing behaviour has proven more of a challenge.

Incentives matter. It is not enough for conservationists to tell business and political leaders they should make what our science informs us is “the right decision”, or blame them as cowards if they fall short of our demands. We must engage more effectively with economic and government decision makers and understand how they are motivated. We need to provide practical and cost-effective solutions that show the value proposition of conservation, to make sustainable resource use not merely ecologically sound and socially desirable but economically rewarding.

This requires activating social movements and consumer groups and offering proof of how nature can provide part of the solution so that a short- and long-term investment in biodiversity protection will pay off. To be sure, our science must be sound – but it must also persuade. Data is useless until it conveys a compelling story of hope and opportunity. We must phrase our arguments in ways the layperson can grasp, and act on.

Let us not talk endlessly to each other but rather to those who can be converted – and some who can't. If someone denies climate change evidence, show why that person can benefit from ‘no excuses’ reforms to make his or her economy more resilient. Our work with the health sector shows that healthy ecosystems mean healthy people; ski resorts and ice hockey teams become champions against global warming; multinational corporate leaders can show true leadership by linking bottom line benefits to a lighter footprint.

That is our difficult and necessary task: to show the economic value of ecosystems in a way that is not simply theory but becomes part of the balance sheet of businesses and the financial reporting of governments. The Gulf of Mexico oil spill is a salient reminder that the real cost of our energy systems is not reflected in the balance sheet. To be sure, those responsible will eventually pay for the clean-up, but who accounts for the short-term job losses in tourism as people flee the shore, or even the long-term damage to the fishery and the richness – economic, social, financial and spiritual – that the ocean provides?

Our Union will continue to work hand in hand with Members to bridge the divide, turning biodiversity from a problem or liability into a valuable asset, and ensuring that the incentives from long-term ecosystem services – the fabric of our existence – become part of the real cost and benefit of doing business around the world.

# CORE PROGRAMME AREA 1



## CORE PROGRAMME AREA 1

### CONSERVING BIODIVERSITY

#### 2009–2012 RESULTS

**1.1** – Biodiversity-related policies and governance systems enable action towards the achievement of biodiversity conservation.

**1.2** – IUCN standards, tools and knowledge for sustainable natural resource management are available and actions are taken for biodiversity conservation including effective management of global and regional common natural resources.

#### **What was planned for 2009**

*Last year IUCN set out to conserve biodiversity on three fronts: policy, science and practice. By the start of 2010 the Union helped influence international agreements by engaging partners in meetings of RAMSAR, the Convention on Biological Diversity, the World Heritage Convention, and the Convention on International Trade in Endangered Species. We had developed post-2010 biodiversity targets, had generated data through our Red Listing process, and had built the capacity of scientists who could then apply the Red List tools. Out in the field IUCN had established public-private platforms to agree on rules to manage and conserve natural habitats. We had also built on community strengths to enhance local approaches to biodiversity conservation.*

#### **Influencing International Policy**

IUCN prepared for landmark discussions on the future of the Convention on Biological Diversity (CBD) and the post-2010 biodiversity target. The Union's network set out on the monumental task of reaching consensus on two deceptively simple questions: What are the world's future needs for conserving biodiversity? How do we define progress? The Union deliberated critical proposals to address the ongoing loss of biodiversity and associated ecosystem services that humans need for our well-being.

#### **Biodiversity & Protected Areas**

At CBD's request the Union convened an international meeting on Jeju Island, South Korea, to re-define the future work programme on Protected Areas. Our meeting prioritized ways to increase Protected Areas' connectivity across landscapes and highlighted their potential role to mitigate and adapt to climate change. IUCN and its partners set out early to influence how to develop technical targets and make conservation policy recommendations for the upcoming Conference of the Parties in Nagoya, Japan.

#### **Embracing Conservation Treaties**

International environmental agreements present governments with a debilitating tyranny of choice. Some founder amidst their many overlapping treaties and obligations. IUCN used web-based modules of our **TEMATEA project** to help countries more effectively sort through and comply with their responsibilities. At December's Copenhagen negotiations we unveiled the module on biodiversity and climate change. Countries use the modules to prepare national strategies and to address issues of access and benefit sharing by experts on biodiversity, intellectual property rights and customs.

#### **Improving the Knowledge Base**

Last year the Union's hallmark Red List Programme released *Wildlife in a Changing World*, an analysis that updated the state of the world's species with new information on freshwater and marine life. Based on thorough data, the analysis nearly tripled the number of species assessed from 16,000 in 2000 to more than 44,000 in 2008. Yet even this represents a tiny fraction of the world's 8 million species with largely unknown statuses. Red Listing processes also occur at national and regional levels: last year Europe published its own Red Lists of Amphibian and Reptile species from 27 countries.

#### **Homing in on Risk Variables**

IUCN refined tools that model 17 traits that can show where, how and why some bird, amphibian or coral reef species are more vulnerable than others to climate change threats. The Union also illustrated the relationship between key wildlife species and the livelihoods of vulnerable human communities. We presented the results of this pilot assessment at the Copenhagen negotiations to raise awareness of the urgency



and breadth of potential impacts, and to highlight how nature can help adapt to climate change.

### Extinction by the Numbers

The 2008 Red List documented 869 recorded extinctions – 804 listed as *Extinct* and 65 listed as *Extinct in the Wild*. That number increases to 1,159 if the 290 *Critically Endangered* species tagged as “possibly extinct” are included. Another 16,298 species are *Threatened with Extinction*, of which 290 are *Critically Endangered*, 4,770 are *Endangered* and 8,912 are *Vulnerable*.

### Resilience through Reserves

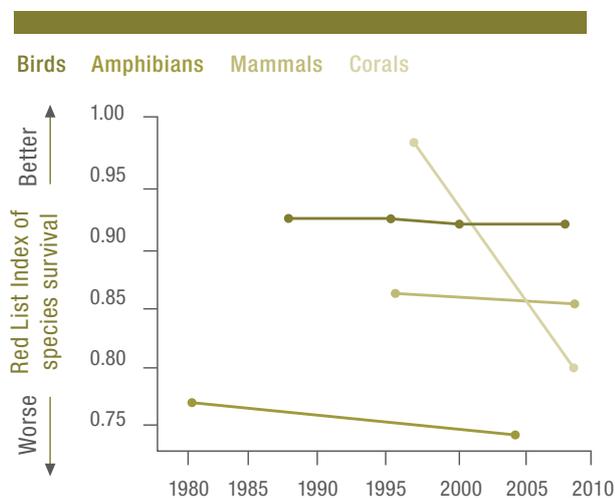
IUCN and its partners launched *Natural Solutions*, a 2009 report that articulates the role and functions of how protected areas can help the world cope with climate change in the decade ahead. In Granada, Spain, the Union’s meeting reviewed past findings, developed a universal message, and planned pilot projects that test, refine or demonstrate solutions. The project encompasses compelling case studies and action plans for how, in advance of expected climate change impacts, protected areas secure human livelihoods through adaptation and mitigation strategies that lead to resilient communities.

### Seeing Red in Advance

The Union’s Red List Index shows the overall extinction risk in sets of species over time. Last year several UN Conventions included these various sets of indicators to measure progress toward biodiversity targets and the UN Millennium Development Goals. The Red List also helps to identify site-scale conservation priorities through, for example, Key Biodiversity Areas (Important Bird Areas, Important Plant Areas...) and Alliance for Zero Extinction Sites (places where species are in imminent danger of disappearing).



## Biodiversity indicators



### Land, Water and Sea: Discoveries Beyond the List

Yet Red Listing is only part of our applied research work. Last year our national and watershed-scale biodiversity assessments showed remarkable results. In India our Mangroves for the Future initiative led to the discovery and confirmation of new areas, uses, values and 14 undocumented species of mangrove. In Morocco a freshwater assessment of river taxonomy in the Moulouya basin exemplified an Africa-wide initiative to integrate aquatic biodiversity into the development processes. In the Indian Ocean, we assessed the biodiversity rich and complex marine ecosystems of seamounts, collecting more than 7,000 species of fish, shrimp, squid and other gelatinous creatures to improve marine resource management and reduce fisheries by-catch.

### Using Knowledge for Action

Research has consequences. IUCN’s biodiversity assessments drive desired outcomes. Last year the Convention on International Trade on Endangered Species (CITES) used our knowledge documenting the changing status of 37 species to restrict or allow international trade. The

# CORE PROGRAMME AREA 1



joint WWF-IUCN wildlife monitoring programme, TRAFFIC, used our biodiversity assessments to: ban deep water gillnets in the south Pacific; roll back reckless “bushmeat” harvests in Cameroon; and reduce trade in threatened species such as elephants and great apes in the Democratic Republic of Congo. Globally, several companies – Unilever, Martin Bauer and Traditional Medicinal – incorporated our assessments into the FairWild Standard to sustainably harvest medicinal plants that cannot be cultivated or reproduced in the lab.

## Global Governance Lessons

IUCN supported capacity building in the Pangani River basin in Eastern Africa. We helped implement the Protected Areas work programme in the Mediterranean region. We supported local communities in Guatemala as they integrated water resource management. And IUCN helped implement CITES in Fiji. The Union trained 400 people to spread the methods and tools to scientists tasked with undertaking Red Listing activities.

## World Database on Protected Areas and Protect Planet Ocean

*We know that less than 0.7% of oceans are formally protected. But where are these secure places? Who defends them? What species and habitats are at risk? Last year IUCN boosted the quantity and quality of protection by defining what is at stake. To inspire and inform, the Union worked with UNEP and national partners to compile research and make it available through the comprehensive World Database on Protected Areas (WDPA-Marine). Last year WDPA married Protect Planet Ocean for faster verification and multiple-stakeholder inputs that update the world's understanding on the growing network of successfully managed marine protected areas.*

## Governance and Practice for Biodiversity Conservation

Conservation may depend less on new laws than improving existing institutions. IUCN helps strengthen governance arrangements that help restore biodiversity and ecosystem services. Our support is visible from watersheds to forest landscapes and drylands, indeed everywhere the Union strives to align our most important species work with the security of *Homo sapiens*.

## Diversity of Support

Our governance support ranges from policy formation to capacity building to new pilot demonstration approaches. In Asia, IUCN worked with governments in Pakistan, Nepal, China and Viet Nam to develop policies for wetlands, medicinal plants, coastal zone management and other biodiversity conservation efforts. In Mozambique we helped local governments define community natural resource rights in Djabula and Mahel and enforce local legal arrangements in Derre and Licuati.

## Local Forest Voices Echo in Global Arenas

*Everyone wants good governance, transparency and accountability in the forest sector. Last year IUCN helped deliver them. We brokered a voluntary agreement between Ghana and the European Union in a partnership governing the export and import of timber. These agreements consolidate and strengthen forest law to ensure compliance in timber production for foreign and domestic markets. An emerging licensing system will provide market assurance and visibility. Ghana will enjoy considerable benefits, as properly licensed timber exports now have free and unrestricted access to the EU market. The negotiations created an opportunity to bring China's State Forestry Administration into the discussion. IUCN introduced Chinese delegates to the voluntary partnership agreement process and met with representatives from government, civil society and the private sector.*

*The work in Ghana was undertaken under IUCN's project called Strengthening Voices for Better Choices, which covered Brazil, DR Congo, Ghana, Sri Lanka, Tanzania and Viet Nam. Our project demonstrated the benefits of opening forest governance to a wider network of stakeholders and institutions.*

*Our forest demonstration sites all shared three things: rich biodiversity values, impoverished communities, and complex or opaque governance arrangements. Success also hinged on three things: transparency, empowered stakeholders, and the neutral ground and policy advice through which IUCN could build trust and common cause. IUCN has incorporated the lessons learned into its climate change and forest governance for the next stage of Reducing Emissions from Deforestation and forest Degradation (REDD).*



### Scaling Basin-based Governance

For seven years, IUCN successfully pioneered diverse new strategies in river management. Last year the Union scaled up this watershed work in 23 influential Water and Nature Initiative projects. In Nigeria, the demonstration project in the Komodugu Yobe River basin graduated into a national initiative that applies the ecosystem approach to water resource management. The basin's strategies – reform water governance; empower communities; build consensus; and restore natural flows – have become the model for a national initiative. This approach, led by the Nigeria Integrated Water Management Commission, will be transferred to Lake Chad and Central Niger basins. By rethinking the flow of water in relation to dams, this effort will have considerable positive impact on local wildlife biodiversity.

#### **Fast fact:**

*The Komadugu Yobe River covers a fifth of Nigeria. But the total area of the Lake Chad basin, to which it flows, spreads over 2 million square kilometres. That represents 8% of the African land mass.*

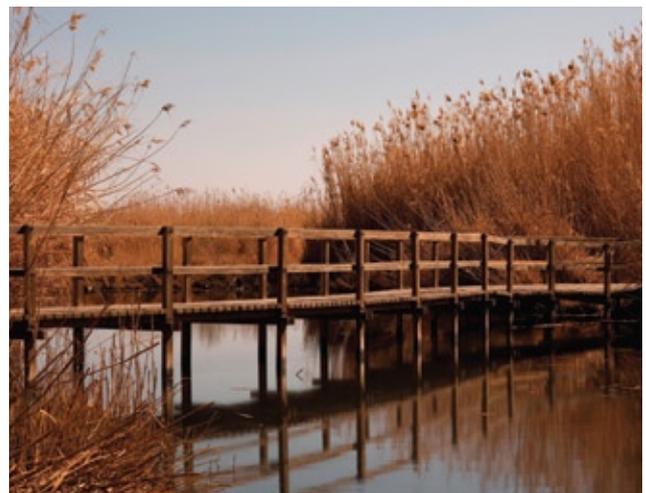
### Transferring Transboundary Experience

Our global network lets IUCN share lessons within and between hemispheres. For example, after successfully preparing codes of conduct in the Volta River basin, we were able to transfer and adapt our African experience to the Suchiate and Coatan watersheds between Guatemala and Mexico. In both cases, distant former colonial powers had used rivers to establish national borders. As time passed, these river boundaries became sources of tension among neighbouring countries, or riparians. Transborder governance mechanisms were undeveloped or ineffective; unable to coordinate, tensions grew. But if states lacked experience, IUCN did not. Now our influential transboundary approach has begun to spread throughout the region: to the Rio Plaz river basin shared by El Salvador and Guatemala, the Sixaola watershed in Costa Rica and Panama, and the San Juan watershed between Nicaragua, El Salvador, Honduras and Nicaragua.

### Replicating Success x 400

Bangladesh is also scaling up the Union's successful pilot demonstrations. Over the years, IUCN harnessed Ramsar

wise use principles to help manage the Tanguar Haor. The Tanguar Haor (seasonal water depression) directly secured access to water, fisheries and forest resources for a community of 56,000 people. It also provided a habitat for 135 fish and 208 bird species. Last year the government decided to bring all of the nation's haors under a management scheme similar to the one pioneered by IUCN. This policy decision will cover some 411 haors covering 8,000 km<sup>2</sup> and several million people.



### Replenishing the Azraq Oasis

*Large scale agriculture almost destroyed Jordan's Azraq Oasis by over-pumping groundwater for irrigation. IUCN and its partners have begun to restore its health and status as a Ramsar site that provides a quarter of Amman's drinking water. Our multi-stakeholder platform – representing the wetland, biodiversity, farmers, Bedouin and women's groups and the city – established a local water resource management committee. Water governance will bring reforms through strategic planning and a series of pilot projects, using assessments to change water use patterns and return the Oasis to its former glory. It will also demonstrate how to integrate water management in a vacuum of empowerment, inclusiveness and reconciliation.*

### Protected Areas on Land and at Sea

#### Two New World Heritage Sites

Last year IUCN successfully recommended two new sites – the Wadden Sea off Germany and the Netherlands, and



the Dolomite Mountains of Italy – to the World Heritage list. It also recommended a significant extension of the Tubbataha Reefs Natural Park in the Philippines.

#### Marine Networks in the Alboran Sea

IUCN is helping governments protect Mediterranean life by establishing a network of marine protected areas for the Alboran Sea. Last year the Union signed agreements with governmental partners from Andalucía (Spain) and Morocco to Algeria and France. As IUCN fostered a dialogue platform on the governance of the sea, we identified sites and measures to protect submarine canyons and seamounts.

#### Senegal River Transboundary Biosphere

After twenty years of sustained effort by IUCN, the governments of Senegal and Mauritania launched the Transboundary Biosphere Reserve of the Senegal River Delta. The reserve includes the Diawling National Park in Mauritania, the Djoudj National Park in Senegal and many other protected areas embracing both terrestrial and marine ecosystems. The total surface of this unique biosphere combines 562,470 hectares on land with 79,298 hectares at sea. Unlike some reserves that displace people, here 375,000 inhabitants live in and benefit from the biosphere.

#### Renewing Reserves through People

To strengthen, establish and better manage protected areas, IUCN advised key governments as partners. We helped Tunisia revise national legislation to empower women through coastal tourism jobs in Zaghouan and El Chaambi National Parks by marketing esparto handicraft. In West Africa, we trained 50 local people in how to improve management of national protected area systems for 28 sites in Togo, Chad, Mauritania, Mali, Guinea-Bissau, Guinea, Côte d'Ivoire and Burkina Faso. And in the Caribbean, Red Sea, Pacific and Indian Oceans, IUCN improved coral reef management in marine protected areas. Working with governments, we illustrated and prioritized which focal strategies – protection, water quality, pollution control, mangrove conservation, harvesting and fisheries regulation – make coral reefs more resilient to bleaching and algal overgrowth.



# THEMATIC PROGRAMME AREA 2



## THEMATIC PROGRAMME AREA 2

### CHANGING THE CLIMATE FORECAST

#### 2009–2012 RESULTS

**2.1** – Climate change mitigation and adaptation policies and practice include biodiversity concerns from local to global level.

**2.2** – Natural resource management policies and strategies to adapt to the impacts of climate change are adopted and implemented.

#### **What was planned for 2009**

*As climate change debate boiled into the December 2009 UN Framework Convention on Climate Change in Copenhagen, IUCN set out to replace rhetorical heat with scientific light. The Union's diverse threads – Commissions, Members, Councillors, global thematic and regional programmes – all came together in an orchestrated strategy to orient negotiations toward natural systems. More specifically we argued how mitigation and adaptation could simultaneously emerge through: community-based resource use; Reducing Emissions from Deforestation and forest Degradation initiatives; and judicious management of volatile watersheds. As policy debate wore on, IUCN backed its policy positions with hard evidence from the field, showing how pragmatic adaptation tools can empower resilience in vulnerable developing countries.*

#### **The Road to Copenhagen**

IUCN invested most of its 2009 energy into preparing for the UN Framework Convention on Climate Change (UNFCCC) in Copenhagen. To be sure, the negotiations fell far short of a vital new legally-binding agreement. And yet IUCN succeeded by quietly advancing nature-based solutions – like Reducing Emissions from Deforestation and forest Degradation (REDD) – to help nations mitigate and adapt to change already underway.

IUCN carefully positioned itself in the lead-up to Copenhagen. The Union coordinated its message and ensured that Members and delegates of the Parties were fully prepared to focus negotiations on the value of nature-based solutions. IUCN went beyond theory. It grounded its argument for possible solutions to adaptation and mitigation through:

- the Climate Change and Development project in Eastern and Southern Africa;
- pro-poor REDD projects in Guatemala, Indonesia, Liberia, Cameroon and Ghana;
- the Water and Nature Initiative in Guatemala and Tanzania;
- the Indian Ocean through Mangroves for the Future; and
- the PACT 2020 mechanism with the World Commission on Protected Areas.

The evolving climate change agenda will require robust tools, so IUCN ensured that mechanisms such as REDD are legally understood, economically valued and politically supported. The Environmental Law Centre has finalized national legal frameworks on how national governments can implement



REDD. The Economics Programme provided guidance to justify and cover REDD costs. And our Forest Dialogue partnership described what a REDD mechanism will mean for forest-dependent communities.

The Union's successful REDD prep projects in five countries of Africa and the Americas help sustainably manage and

# THEMATIC PROGRAMME AREA 2



restore forest landscapes. Our diverse experience, which may soon be scaled up and replicated to work 40 countries, demonstrated the need for healthy public participation and clearly defined carbon rights.

But our influence didn't emerge overnight. It built over time after IUCN prepared Members and delegates through meetings and briefings in Asia, Meso-America and West Africa. The Union galvanized governments and civil society through consultations and training workshops. From the



5<sup>th</sup> World Water Forum in Istanbul to the Stockholm Water Week, IUCN built consensus as it articulated how climate resilience came through water adaptation that incorporated water's "natural infrastructure" into the equation.

IUCN leveraged Copenhagen to showcase a new framework and tool that systematically addresses the vulnerability of species to climate change. Based on their natural history, ecology, behaviour, physiology and genetic makeup, 35% of birds, 52% of amphibians and 71% of reef building corals are vulnerable to climate change. IUCN also linked the climate risks of ocean acidification. Another IUCN team documented the role of protected areas – intact forests or salt marshes, basins and mangroves – as natural to climate change solutions.

## **Gender and Climate Change**

*IUCN co-founded the Global Gender and Climate Alliance by combining UN Agencies with civil society organizations to ensure that climate change decisions, policies and initiatives were responsive to the needs of women. Leading up to Copenhagen, this group wielded considerable influence through interventions over the official negotiating documents while providing technical support to 100 national governments. Our manual on gender and climate influenced the policy process for mitigation, adaptation, technology and finance. Our workshops built and dispatched a cadre of over 125 trainers across 47 countries to include gender perspectives in national and regional climate policy.*

## **Forests as a Solution to Climate Change**

If language in the official Copenhagen texts wilted, our own solutions gained traction. The Copenhagen Accord indicates a clear intent to establish a REDD-plus mechanism that provides developing countries with "substantial" and "scaled up, new and additional, predictable and adequate funding". This recognition is gratifying. For decades IUCN has stressed the long-term global value of forests' biodiversity while identifying the immediate risks that would result from their loss. Now the rest of the world agrees, and has acknowledged this worth in writing. The decision of the 15<sup>th</sup> Conference of the Parties empowers peoples and local communities to more effectively manage, monitor and report the natural resources on which they depend. It also takes into account national circumstances when establishing reference levels for emissions and forest health.

## **Using Ecosystems to Adapt to Climate Change Naturally**

The CBD defines "ecosystem-based adaptation" as a way people can adapt to climate change impacts through better management, conservation and restoration of the natural infrastructure. This approach is more cost-effective and equitable for the rural poor than expensive, external, high-tech solutions.



### **IUCN Members in Action on Climate Change**

*Beneath the IUCN umbrella, Members are taking direct action. Peru's Sociedad de Derecho Ambiental documented the daily struggle of indigenous and local communities to adapt to changing climatic patterns. It illustrated the impacts on – and coping strategies of – traditional coastal, forest and highland lifestyles in the publication: **The climate is changing, so is my life.***

*In four key provinces, the Fundación Natura Colombia has promoted and applied CarbonoCero, a voluntary carbon emission mitigation mechanism. Civil society, private and public sector actors promote community-driven mitigation through forest landscape restoration, sustainable agricultural production, REDD and other pro-poor initiatives.*

### **Saltwater Carbon Sinks**

As humanity seeks to roll back dangerous concentrations of greenhouse gas emissions, the Union's REDD-plus policy and project work recognizes the important role of healthy forests to mitigate climate change. But forests, however significant, aren't the planet's only or perhaps even largest carbon sink. That distinction may belong to oceans. To quantify the portfolio of natural mitigation strategies, IUCN has compiled and synthesized research on the role of other ecosystems that store carbon. Last year's *The Management of Natural Coastal Carbon Sinks* shows how these habitats are critical

sources of food and shoreline protection. But oceans also, like forests, can be managed as valuable carbon sinks. To harness all options against climate change, the report's evidence may bridge the land/sea divide, so nations avoid deforestation as well as equally critical coastal habitats.

### **The Climate Change and Development Project**

*Parts of Eastern and Southern Africa already have been hit hard by climate change impacts on agriculture, water availability and quality, ecosystem services, biodiversity, and health. Climate stress threatens poor populations most because it erodes the ecological foundation of their food and livelihoods. The good news is that the reverse is also true. Modest investments in ecosystem management and restoration can dramatically improve human resilience. Policies and development interventions can secure the local natural resource base on which communities depend.*

*That is the basis for a three-year "Climate Change and Development" project under way in Mozambique, Tanzania and Zambia. The project ensures that climate-related policies and strategies emphasize the role of forests and water resources to support human livelihoods. After assessing vulnerable ecosystems, we helped train communities to identify and analyze useful adaptation measures such as conservation agriculture, small scale irrigation, rainwater harvesting, and non-timber forests products.*



# THEMATIC PROGRAMME AREA 3



## THEMATIC PROGRAMME AREA 3

NATURALLY ENERGIZING THE FUTURE

### 2009–2012 RESULTS

**3.1** – Energy policies and strategies mitigate the impact of the growing energy demand on biodiversity.

**3.2** – Ecosystem services that underpin sustainable and equitable energy are incorporated in energy policies and strategies.

#### *What was planned for 2009*

*However surprising it may seem, IUCN has always indirectly provided energy. After all, every form of energy – whether fossil fuel and geothermal or hydropower and wind turbines – comes from nature. So our work in 2009 planned to mitigate the impact of energy choices on climate, communities and biodiversity. At the same time we secure the ability of ecosystems to support the various energy options available to all people. In this relatively new field we consolidated existing knowledge, expanded our networks and explored new opportunities for IUCN to influence policy dialogues. Last year the Union focused on the expanding development of biofuels, hydropower, offshore renewables to ensure the best possible outcome for biodiversity and those without access to energy.*

#### **Environmentally-friendly Energy Systems in Oceania**

Access to energy fuels development. Light secures opportunities after dark. And sometimes cleaner energy is also, happily, the cheaper option. IUCN coordinated six South Pacific countries to accelerate the transition to energy systems that are economically efficient, ecologically sustainable and socially equitable. They may be remote, but what these countries lack in proximity, they make up for in sunlight.

Previously, the region's communities had relied exclusively on kerosene lamps for lighting and limited activity to daylight hours. Remote islands like Tonga had grown dependent on costly diesel for transportation and basic lighting. New solar systems reduce household diesel fuel consumption by six litres per day, let women weave into the night, help children take evening classes, and allow meetings around the clock.

In Tuvalu IUCN supplied a 46-kilowatt photovoltaic system for the local secondary school – enough to provide electricity 24/7. Each year this energy transition saves 60,000 litres of diesel, cuts carbon emissions by 160 tonnes, and lets the community invest 90,000 Australian dollars elsewhere. The project establishes a network of energy practitioners to train, scale and replicate the experience across Oceania and even the Caribbean – wherever the sun shines on remote communities.

#### **Turning Blue Energy Green**

Within the climate change crisis, carbon reduction remains an opportunity. Exciting new technologies can now capture renewable energy from the ocean's strong wind, waves and tides. Offshore wind turbines capture much more energy than their land-based counterparts; other generators





harness energy from wave oscillation. Both wind farms and wave generators hold tremendous potential, but in our rush to establish offshore renewable energy facilities, few grasp or appreciate the risks to marine biodiversity. IUCN ensured that new ocean energy options do not emerge at nature's expense.

### Hydropower

The demand for carbon-free energy turns attention toward hydropower. Interest is especially strong in developing countries which haven't fully exploited the capacity within their currents. IUCN and the International Hydropower Association developed a sustainability assessment protocol that incorporated environmental flows, free and prior informed consent, and integrated water resources management. The process built upon the findings of the World Commission on Dams. The Union also linked its Water and Energy Initiative networks to the hydropower sector and industry partners.

### Energy Solutions for Policy Makers

Whether we work with local communities, multinational companies, or the Biofuels Roundtable, the Union's unparalleled network seeks solutions and influences policy. Our lessons learned on one island state can be replicated across Oceania; IUCN speeds the transfer of technology worldwide. Our networks help institutions grasp and manage environmental issues in the context of energy developments, and helps private sector partners establish standards for global supply chains and entire sectors. Indeed, IUCN collaboration with the Roundtable on Sustainable Biofuels is, ultimately, shaping regional biofuel policy development from Europe and India to East Africa and North America.

### Ensuring more Sustainable Biofuels

IUCN helped the Roundtable on Sustainable Biofuels develop two important and influential products. The first were guidelines that revealed the quiet but profound links between biofuels and invasive species. Rapid biofuel development can reduce greenhouse gas emissions, employ farmers, and provide secure energy. But it may also put human and natural communities at risk when biofuels introduce – or themselves become – biological invasions. Second generation feed stocks, when spread beyond their native range or in modified settings, share many of the traits of common invasive

species: fast-growing, resilient, with high seed production. To clarify and reduce risks while maximizing rewards, the Union brought together a diversity of public, private, NGO and research expertise in plant protection. The focus was African; the outcome is global.

Second, IUCN helped the European Commission identify and avoid developing biofuels in biodiversity-rich landscapes. We showed Europe how Member States can interpret the biofuels regulatory framework in the greenest light. These biofuel standards will have global influence, given Europe's market size and ambitious target of 10% for renewable energy use in transportation.

Of course, guidelines work only when followed. So IUCN worked with Shell and other Roundtable members to identify barriers to implementation, and then remove them. This means aligning policy and standards so biofuel production becomes part of broader land-use planning, and reduces



risks to the environment and communities. To that end, IUCN's African, Indian, European, and American networks helped us convene, discuss and agree on approaches to putting principles and criteria into action.

# THEMATIC PROGRAMME AREA 4



## THEMATIC PROGRAMME AREA 4

### MANAGING ECOSYSTEMS FOR HUMAN WELL-BEING

#### 2009–2012 RESULTS

**4.1** – Development policies and strategies support vulnerable and poor stakeholders, especially women, to sustainably manage ecosystems for improved livelihoods.

**4.2** – Sustainable environmental management reduces vulnerability to natural hazards and conflicts.

#### **What was planned for 2009**

*IUCN's regional programmes working with Members do more than conserve biodiversity; they work to reduce poverty and enhance human health and livelihoods. In Africa, Asia, and Meso-America, this combination is embodied in the Water and Nature Initiative; Livelihoods and Landscapes; Mangroves for the Future; and the Regional Water Resources and Drylands Programme. All four interventions build food security or physical security as they restore the critical ecosystems that buffer communities from external shocks. IUCN can then leverage field experience to influence the indoor corridors of power. Our lessons helped the UN International Strategy for Disaster Reduction recognize how ecosystems can be managed to build human resilience.*

#### **Leveraging Livelihoods through Conservation**

The urban affluent may disconnect jobs from the environment. But poor rural communities know critical resources and secure livelihoods go hand in hand. They seek a stronger voice in decision making, a sense of local ownership and access to nature. Last year IUCN delivered both. The link between secure and healthy habitats and

steady income is most evident in far-flung on-the-ground interventions. These fuel our authority. The Union's lessons in the field anchor our credibility and our ability to influence policy.

#### **African Linkages**

In 2007, an external review challenged IUCN to document how our fieldwork revealed linkages between human well-being and conservation. Consider our efforts in three African forest landscapes. IUCN unlocked alternative energy sources to reduce burning wood as fuel by 100 Sudanese households, saving time and money and waste. Uganda stakeholders who conserved soil reported increased yields and cleaner water and higher incomes. We helped Mozambican communities secure tenure rights over their fuelwood and sandalwood forests leading to less waste and increased commercial transactions.

#### **Governance**

From Ghana, Burundi and Cameroon to Tanzania, Mali and Burkina Faso, IUCN ensured that forests benefit local communities by securing their land tenure rights under some form of local and participatory forest management. Tenure rights led to restoration in Sudan, soil terracing in Uganda, a forest inventory in Mali and joint forest management in Tanzania. The new Growing Forest Partnerships initiative places forest-dependent communities at the centre of





partnerships that identify gaps and fill them. In Ghana, IUCN helped local and international partners diagnose existing weaknesses and found opportunities to reform land and tree tenure.

At the international level, IUCN brokered agreements between foreign investors and those who manage or have substantial decision-making power over local forest resources. In Nepal, Macedonia and Panama, IUCN engaged indigenous peoples and small-holder family forest owners to identify the opportunities and challenges for investment in their forests. With a quarter of the world's forests under local control, our critical mechanism for governance is to guide commercial investment and build capacity from official development assistance.

In Northern Kenya 40,000 Boran pastoralists range over 10,000 km<sup>2</sup> of a landscape with extraordinary biodiversity values. The public trust land was allocated without input from local communities. IUCN changed that. Our multi-stakeholder process helped the people of the Garba Tula District strengthen their rights over the land by documenting their customary law.

### **Livelihoods and Landscapes, Thailand**

*In the Doi Mae Salong forest landscape of northern Thailand IUCN demonstrated that complex restoration requires shared learning with local communities. The three-year project was ambitious. It sought to improve market access for non-timber products, establish an ecotourism network, and help people secure their forest tenure rights. Collaborative efforts planted more than 800,000 trees and built hillside contours and 200 check dams to slow the velocity of runoff and heavy erosion. To reduce forest pressure, farmers terraced five hectares of new irrigated rice paddies. Yet IUCN showed the network how to use corn residue to reduce chemical fertilizer by 80%, cutting costs while boosting income for organic tea production. The project is scalable, and IUCN plans to replicate its success in 11 degraded military reserves of the Royal Thai Armed Forces.*

### **Linking Conservation, Livelihoods and Markets**

Last year in South America IUCN worked with forest-dependent communities to enhance market access for

non-timber forest products like medicinal and aromatic plants. We advanced the FairWild Standard to govern the harvest of wild plants for pharmaceutical, herbal, food and cosmetics industries. The Standard promotes quality assurance and safety issues among producers; customers pay a premium



for certification. This tool links Bereca, a Brazilian health care company with a community women's association to share inventories for value chains and market viability for eight species of essential oils.

### **Averting Disaster**

Copenhagen grabbed the headlines. But the UNFCCC wasn't last year's only policy dialogue relating to climate change. In Geneva IUCN met with the UN International Strategy for Disaster Reduction Global Platform to highlight how healthy ecosystems can reduce the risk of disasters and help vulnerable communities adapt to climate change. The Commission on Ecosystem Management published a synthesis of our knowledge on the role and opportunities for ecosystems to be managed to reduce the risk of disasters.



### **Mangroves for the Future Small Grants Programme**

The Mangroves for the Future (MFF) initiative recognizes Indian Ocean coastal ecosystems as ecologically rich and economically vital assets that must be restored and protected for and by local people who depend on them. MFF was born when 200 individuals and 160 institutions re-oriented coastal investment from disaster responses toward long-term resilience. Strategies build awareness and capacity for improved food and livelihood security, disaster preparedness, and climate change adaptation. MFF disburses small grant funds to spur local action. Three exemplary initiatives targeted vulnerable Sri Lanka communities to generate income and market alternative energy.

In Puttalam lagoon IUCN investments trained, supervised and empowered women in fisher families to cultivate and market 400 kg of aloe vera through a local cosmetics company. Another investment promoted seaweed cultivation in 60 cages off the east coast to extract substances for confectionary industries supporting two local fisher societies.

A third helped 400 households on the fringes of the Madu Ganga estuary burn kitchen and organic waste in bio gas stoves instead of hacking up mangrove wood for fuel; the switch has saved 40% from the flames.

### **One River, Two Countries, Many Managers**

As IUCN scales up local lessons into transnational river basin management, it still relies on working partners to coordinate the governance of water resource use across borders. Twenty riparian stakeholder groups in Ghana and Burkina Faso reforested 7 km of the degraded banks of the Volta River with 20,000 mango tree seedlings. Once mature, these trees serve several functions at once. They reinforce long-term tenure rights to rich arable land; provide an income to the communities from sales of fruit and fuel wood; compensate farmers for loss of agricultural land as a result of the buffer zone designations; and bolster the ecological integrity of the river banks from erosion, benefiting downstream fisheries and water users as well.



# THEMATIC PROGRAMME AREA 5



## THEMATIC PROGRAMME AREA 5

### GREENING THE WORLD ECONOMY

#### 2009–2012 RESULTS

**5.1** – Economic, trade and investment policies better integrate biodiversity values.

**5.2** – Companies, industry associations and consumer groups incorporate ecosystem values into planning and action.

#### **What was planned for 2009**

*At the beginning of 2009, IUCN set out to argue the economic rationale for conserving biodiversity. One project influenced partners and policy makers through the Convention on Biological Diversity and the UN Framework Convention on Climate Change. Others advanced specific economic instruments ranging from carbon offsets to payments for ecosystem services.*

*IUCN deepened its relationship with Holcim, Shell, Rio Tinto, Nestlé and other multinationals. Our partnerships ensured that companies can develop and apply policies, standards and tools that will mitigate impacts and biodiversity, and then transfer this to other companies in the sector. For example, in Africa, IUCN expanded work with Unilever to help secure a community-based supply chain for *allanblackia* while providing a sound rationale for conservation and restoration of local forests.*

*Some Members still find controversy in our collaborative work with businesses. To ease such concerns, IUCN sharpened its guidelines for engaging the private sector, such as performing due diligence. We also showed where, how and why such partnerships have been not only helpful, but indeed essential to successful conservation outcomes.*

#### **Economic Solutions for a Green Planet**

Last year IUCN helped develop *The Economics of Ecosystems and Biodiversity (TEEB)*, a project and publication that generated popular and political debate about the price of nature – whether lost or preserved. Just as the 2008 Stern Report tallied the cost of inaction on climate change, so TEEB places a clear value on biodiversity to ensure political decisions value and use nature.



To better influence the private sector, IUCN has convened a network of contributors who identify and profile best practice in business. The TEEB for Business initiative is identifying gaps and opportunities for new business investment. It covers a broad spectrum of sectors and impacts: disruptive mining and oil/gas infrastructure; agriculture and fisheries which depend on biodiversity; even the insurance, banking and insurance sectors are enmeshed in biodiversity. TEEB for Business is also addressing businesses that sell ecosystem services or biodiversity related products such as ecotourism, ecoagriculture and bio-carbon.

#### **Investing in Ecosystem Services**

IUCN helped inter-governmental actors develop a data-rich report that showed why the best investment for Latin America and the Caribbean was in biodiversity and ecosystem services. The report presents concrete financial and economic benefits and costs to governments and engaged policy makers to collect and analyze the data. Our integral,

# THEMATIC PROGRAMME AREA 5



step-by-step collaboration with leaders led them to adopt the study's recommendations.

## What does REDD really cost?

For the UNFCCC Parties, IUCN developed a detailed analysis of the financial costs associated with implementing the REDD regime in high carbon/high biodiversity areas. This analysis expressed value in terms of cost per ton of CO<sub>2</sub> equivalent, to compare the benefits of different strategies and technologies of carbon abatement.

IUCN also published forest resource guides on environmental valuation, enterprise development, and payments for ecosystem services. Our regional training sessions enhanced local capacity and raised awareness on the potential and usefulness of applying economic tools to conservation. Our experience brought tangible outcomes: from Guatemala and Burkina Faso to Guinea and Guinea-Bissau, IUCN engaged in the necessary steps to help countries access carbon finance and develop methodologies under the Poverty Reduction and Ecosystem Management Initiative (PREMI).

## Walking the Talk

When it comes time to test and apply innovative conservation finance approaches, the Union walks our talk. IUCN engaged itself throughout the year in the voluntary market for carbon credits, culminating in a review of the official IUCN Carbon Offsets Policy and the purchase of credits from Members.

## Waqf

*Under the Islamic model Waqf (Arabic for "endowment") one makes a voluntary, permanent and irrevocable dedication of a portion of one's wealth – in cash or kind – for a certain purpose and to defined beneficiaries. Once set aside, Waqf assets can never be gifted, inherited or sold. Sustainability is ensured because the capital remains intact, and only the yield of interest is consumed for the beneficiaries. Because outside charity or short-term projects can be fickle, IUCN in West Asia has been translating the more innovative and durable model of Waqf into the realm of natural resources. Once endowed, Waqf funds could be invested in sustainable development. That theory is now being tested. Last year our pilot Waqf in Jordan began working with diverse government and research partners.*

## Cementing Reforms into Place

To better conserve biodiversity where it works, the Holcim Group, a multinational cement company, opened its doors and operations to IUCN. From June 2008 through October 2009, five recognized environmental experts visited 25 quarries in seven countries to grasp and improve how the company manages decisions, plans and site procedures in Viet Nam, Sri Lanka, Costa Rica, Nicaragua and Spain. The outcome? An IUCN-Holcim Panel proposed the concept of a Biodiversity Management System (BMS). By adopting this systematic approach, Holcim can integrate biodiversity considerations during each quarry life cycle phase – from opportunity and feasibility through impact assessment, rehabilitation and closure. The BMS steps mirror the existing business cycle governing the development of a quarry. The proposed system will be delivered by mid-2010 for Holcim to review the process and explore how to best integrate the Panel's recommendations. The IUCN-Holcim Panel believes that development of an integrated BMS with one partner "is likely to set new standards for the industry".





### Business Week @ IUCN HQ

Just as industries exposed their operations to IUCN, the Union opened its own doors to businesses. Over four days, a milestone “Private Sector @ IUCN” event created better understanding of relationships and synergies on business and biodiversity issues and processes. Two dozen IUCN staff members shared experiences and exchanged views with an equal number of business participants. Group sessions forged linkages between business activities and the IUCN core priorities; conserving biodiversity, climate change, energy, livelihoods and greening the world economy. All sides shared perspectives on options for a post-2010 target for biodiversity conservation, drawing on strategic thinking for IUCN’s work with agriculture, mining, tourism and small- and medium-sized enterprises.

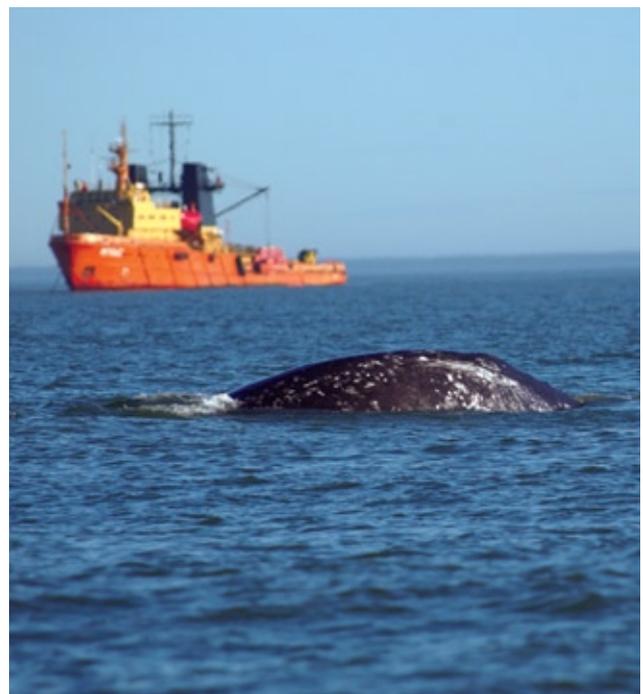
### Who’s Who List of Business Representatives

*One of the hallmarks of our private sector engagement is transparency. To that end, we proudly list 26 participants who attended Business Week, including representatives from CEMEX, Danone, Ecosecurities, EDF, ENI, European Investment Bank, Federation of European Aquaculture Producers (FEAP), GDF-Suez, Global Refund Group, Green & Black’s representing Cadbury, Holcim, IPIECA, Kinnarps, LAFARGE, Nespresso, Rio Tinto, Royal Caribbean International, Royal Philips Electronics, SGS, Shell, Syngenta, WBCSD and the World Economic Forum.*

### Whale Panel Urges Moratorium

Three years after IUCN set up the Western Gray Whale Advisory Panel (WGWAP), its scientists reported troubling changes in the whale’s distribution and behaviour off Sakhalin Island. There are only an estimated 130 western gray whales left in the world, with 25 to 30 reproductive females. The Panel’s monitoring showed the total number of whales occupying the near-shore area had decreased by nearly 40% over previous years. Decline was likely in response to disturbance from oil and gas activities on the shelf and could weaken feeding and ultimately breeding success for the whale. Consequently, the independent panel recommended a moratorium on all oil and gas activities in eastern Russia that could affect the Critically Endangered species. Sakhalin Energy Investment Company promised to comply with the Panel’s recommendation and postponed their planned

seismic survey. IUCN engaged with other oil and gas companies and with the Russian Federation government to respect the moratorium on the Sakhalin shelf.



### Changing Industry from Within

*Before removing the Brent field platforms in the North Sea, Shell sought IUCN’s advice. Decommissioning is a hugely complex task, with long-term repercussions. So IUCN convinced Shell to take a wider, holistic, scientific view of the undertaking, working with a range of stakeholders on future management of the North Sea.*

*Another IUCN-Shell partnership spread across the Arctic. Climate change has melted the ice cap, unlocking new opportunities there to exploit shipping, tourism, mining, and more oil and gas development. But our partnership also opens an opportunity for our stakeholder networks to create a cross-sector impact assessment for the Arctic.*

*Based on our work with Shell, IUCN was requested to join the Working Group on the Mining and Metals branch of the Global Reporting Initiative (GRI). The GRI has become a corporate standard for corporate sustainability reporting.*



*Last year five leading international oil companies – Amerada Hess (USA), British Petroleum (UK), ENI (Italy), Shell (UK) and StatoilHydro (Norway) – agreed to participate in the Working Group with IUCN. Together we produced a first set of indicators for biodiversity conservation, greenhouse gas emissions, renewable energy investments, emergency preparedness and response, and how to help developing countries manage and invest fossil fuel revenues.*



### Promoting Biodiversity Business

We measure what we value, and value what we measure. At least 40 IUCN Members directly value biodiversity through commercial enterprises that generate profits from nature. These “biodiversity businesses” sell services and goods which depend on conservation, sustain biological resources, and equitably share the benefits arising from their use.

### Ecotourism Unlimited

Last year IUCN measured Members’ experiences in developing biodiversity businesses as part of their conservation programmes. Our study collected examples of sustainable agriculture, non-timber forest products, payments for watershed services, and biodiversity offsets. But two of the most important involved ecotourism services and the sustainable harvests of marketable wildlife. There’s no shortage of ecotourism businesses. Tourists experience the African savannah and its wildlife through camel and

walking safaris in Tanzania. Wild Jordan is an entrepreneurial venture devoted to developing and marketing nature-based ecotourism businesses in six of the Kingdom’s protected areas. Fundación Natura developed ecotourism – rustic lodges, bird watching, mountain biking and cultural sites – as an alternative to illegal crop production in Colombia.

### Harvesting the Wild

Similarly, the sustainable harvest, production and marketing of naturally derived products is a popular approach to biodiversity business. The Al Shouf Cedar Nature Reserve in Lebanon developed and promoted a range of over 70 natural wildlife products. A Honduras partnership developed and marketed natural cosmetic hair products derived by the Miskito Indians from endemic batana nuts or ojon palm. A Nepal consortium markets handmade paper and essential oils to develop a flourishing non-timber forest sector in the Himalayas improving management of 80,000 hectares of forest and pasture while benefitting over 15,000 households.

All these biodiversity businesses shared core values in common. They succeeded where IUCN Members included local communities in running the businesses, owning the outcomes, directing resources back to inhabitants in or around the reserves, and increasing local support for conservation.

### Turtle-friendly Factories

Beach-nesting sea turtles and huge coastal steel plants rarely go hand in hand. But at the mouth of the Dhamra River in India, IUCN has been working with a joint venture of Tata Steel Company and Larsen & Toubro to develop the first turtle-friendly port operation. Based on collaborative research, IUCN showed Dhamra Port Authority how to make the port infrastructure turtle-friendly. Green measures include devices that exclude turtles from dangerous areas, lighting that doesn’t disrupt migration and nesting, and observers who guide the dredging process.

# CHALLENGES FOR 2010



## CHALLENGES FOR 2010

As IUCN enters the second year of its quadrennial implementation, each Programme Area has set not only specific goals, but measurable outcomes for which the responsible managers will be held accountable. These will test how well the Union combines biodiversity conservation and human development.

### **Conserving Biodiversity**

Despite 2010 being the International Year of Biodiversity (IYB), too few eyes are on Nagoya, Japan. IUCN will devote the year to position the conservation movement, emphasizing what IYB means for the Convention on Biological Diversity (CBD). So much is at stake: the revised CBD Strategy, the post-2010 Biodiversity Target, the work programme on Protected Areas, an improved Global Plant Conservation Strategy and the regime on Access and Benefit Sharing. IUCN will continue documenting the extinction crisis through the Red List and other new and old conservation tools. The Union will work with the World Conservation Monitoring Centre and other partners to support the Intergovernmental Platform on Biodiversity and Ecosystem Services.

### **Changing the Climate Forecast**

Upon failing to agree on a post-2012 climate change regime, Copenhagen proved only the end of the beginning. Hard negotiations lie ahead. But as we track and influence key partners, IUCN will continue to promote nature-based solutions while building on our meaningful progress on Reducing Emissions from Deforestation and forest Degradation (REDD) and Ecosystem-based Adaptation. Through The Forests Dialogue, IUCN is well positioned to work with national governments to ensure public participation in the REDD preparedness phase and advise them on how the ecosystem approach can help restore forests. The Water programme will show how climate adaptation, to a large extent, means water adaptation. Likewise, the Union will build on lessons about how coastal marine ecosystems can play a pivotal role as carbon sinks.

### **Naturally Energizing the Future**

Our extensive networks help IUCN influence the energy sector on land and at sea. Our consensus-based biofuel guidelines will combine to influence European Union policies for the production, export, import and domestic consumption of certified biofuel regimes. Likewise our private sector outreach with multinational partners such as E.On, will help measure and reduce the biodiversity threats from offshore renewable energy project siting and operations.

### **Managing Ecosystems for Human Well-being**

IUCN will continue to focus on people at the centre of critical ecosystems. Our most successful large scale interventions improve livelihoods for vulnerable groups from forests through watersheds and coastal estuaries and reefs. Our Regional Programmes base the cornerstone of their work in three essential programmes: Livelihoods and Landscapes, the Water and Nature Initiative and Mangroves for the Future. IUCN's 2010 challenge is to capture and document lessons from the field, and leverage our hard earned experience to influence high level players and policies. To complete the Union's overarching approach to biodiversity and human well-being, IUCN will launch a major new initiative on conservation and food security.

### **Greening the World Economy**

IUCN's contributions to the report on the Economics of Ecosystems enrich the sustainable development debate by clearly revealing the value of biodiversity and ecosystem services to people. For better or for worse, money talks; "if biodiversity pays, it stays". Our well documented findings ensure government policies and international development plans take nature's full bounty into account.

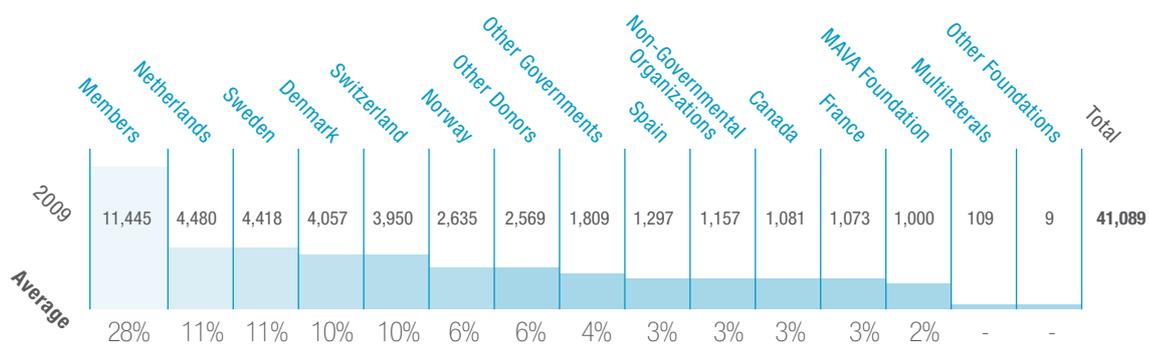
The Union will continue to work transparently with the private sector. By engaging Shell, Holcim, Tata and other partners in good faith, we believe we can meaningfully "green" their business policies, their practices and their global supply chains from within. IUCN stands ready and willing to advise and collaborate with all businesses that demonstrate their sincere desire to conserve resources and protect biodiversity.

# 2009 FINANCES



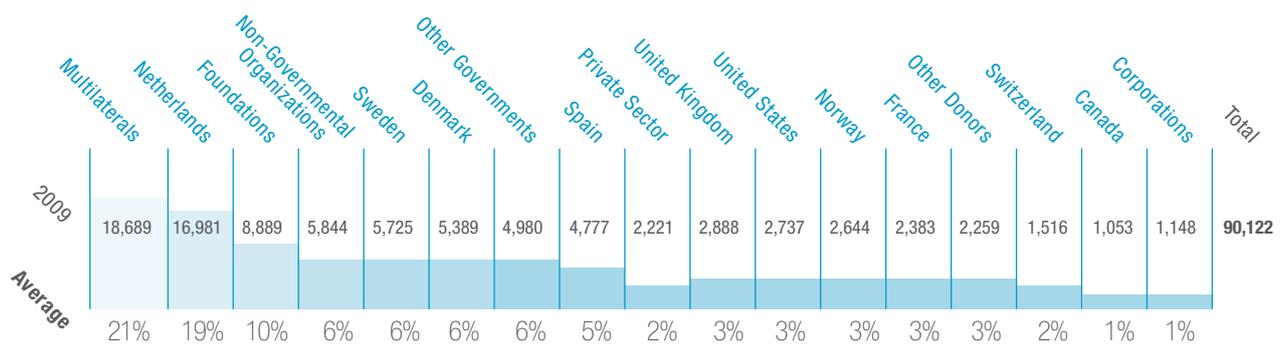
## Distribution of Core Funds from IUCN Partners

(in thousands of Swiss francs)



## Distribution of Project Funds from IUCN Partners

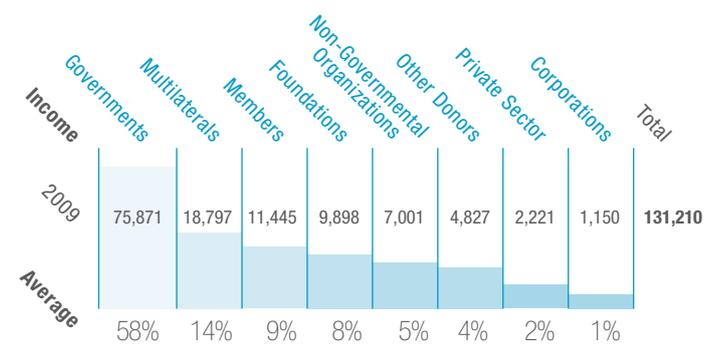
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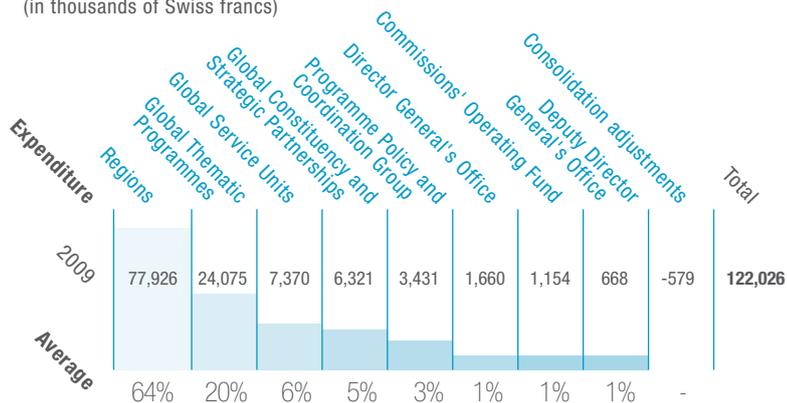
## Contributions by Donor Category

(in thousands of Swiss francs)



## Total Expenditures

(in thousands of Swiss francs)



## Acknowledgements

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WORLD HEADQUARTERS  
Rue Mauverney 28  
1196 Gland, Switzerland  
mail@iucn.org  
Tel +41 22 999 0000  
Fax +41 22 999 0002  
[www.iucn.org](http://www.iucn.org)

