

Adaptive management...at the field scale

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The Nature
Conservancy



Maryland/DC



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The Nature Conservancy



CLIMATE CHANGE

Three quarters of the carbon dioxide emissions driven by humans have occurred since 1950.



BIODIVERSITY LOSS

There has been nearly a 70% average decline of birds, amphibians, mammals, fish and reptiles since 1970.

2030 GOALS

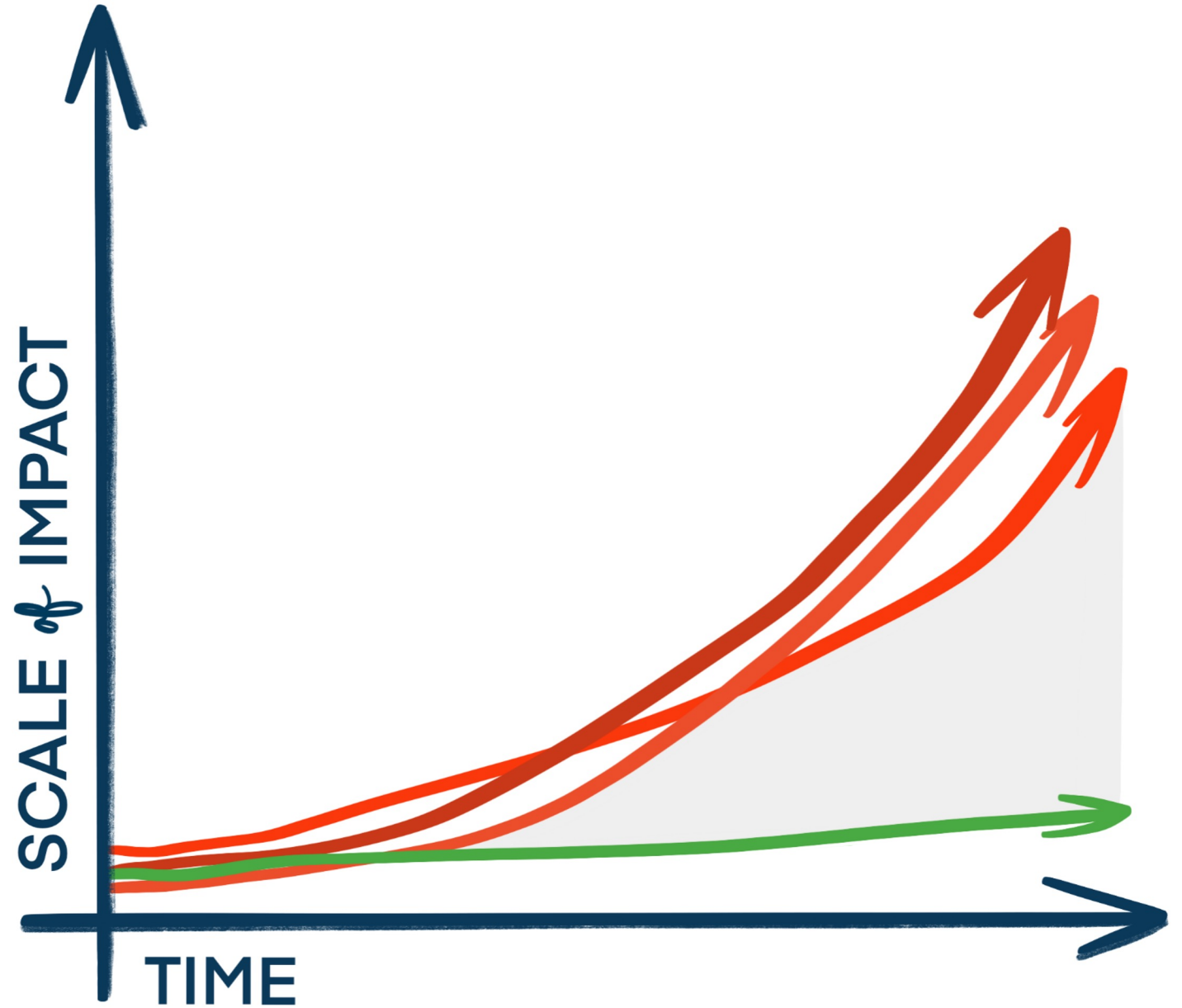
CLIMATE	CLIMATE	3Gt CO ₂ e/yr	increased sequestration or reduced emissions of greenhouse gas
		100M people	who are most vulnerable to an increased risk of flooding, fire or drought benefiting from nature to adapt to climate change
ECOSYSTEMS	OCEANS	4B hectares	healthy ocean regions that are important for biodiversity and carbon
	FRESHWATER River Systems	1M km	healthy river systems that are important for biodiversity and carbon
	FRESHWATER Lakes & Wetlands	30M hectares	healthy lakes and wetlands that are important for biodiversity and carbon
	LANDS	650M hectares	healthy lands that are important for biodiversity and carbon
	PEOPLE	45M people	who are benefiting from healthy ocean regions, freshwater systems and lands that are important for biodiversity and carbon

PROBLEM STATEMENT

TNC spends too much time, **money** and **resources** learning which ideas will deliver impact at scale and which ideas won't.

CURRENT REALITY

HOW DO WE BEND
THE CURVE OF OUR
IMPACT?



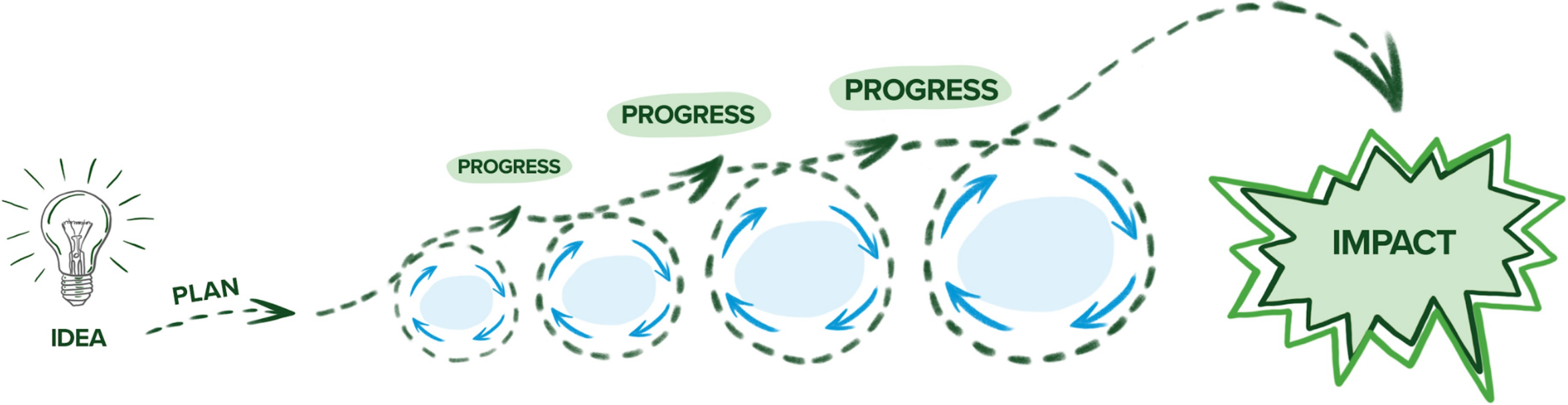
Plan then Do Approach



First time for
real feedback



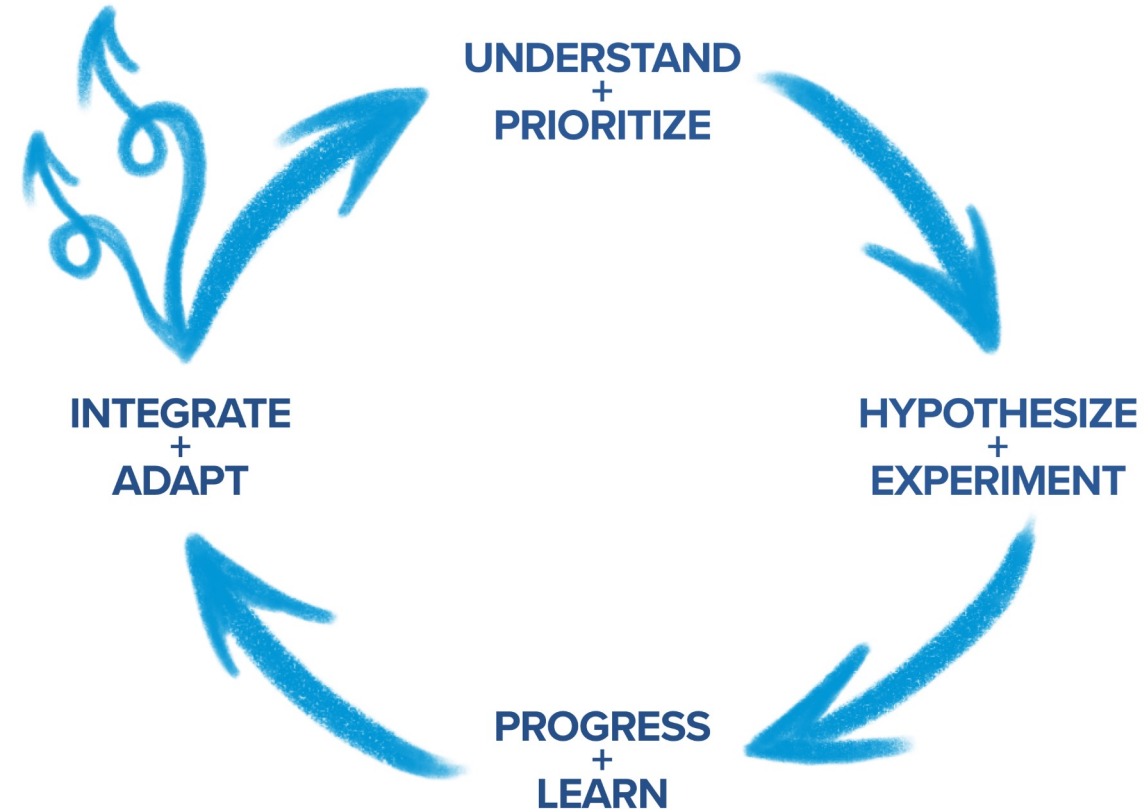
Learn While Doing Approach



Strategy maturity reviews

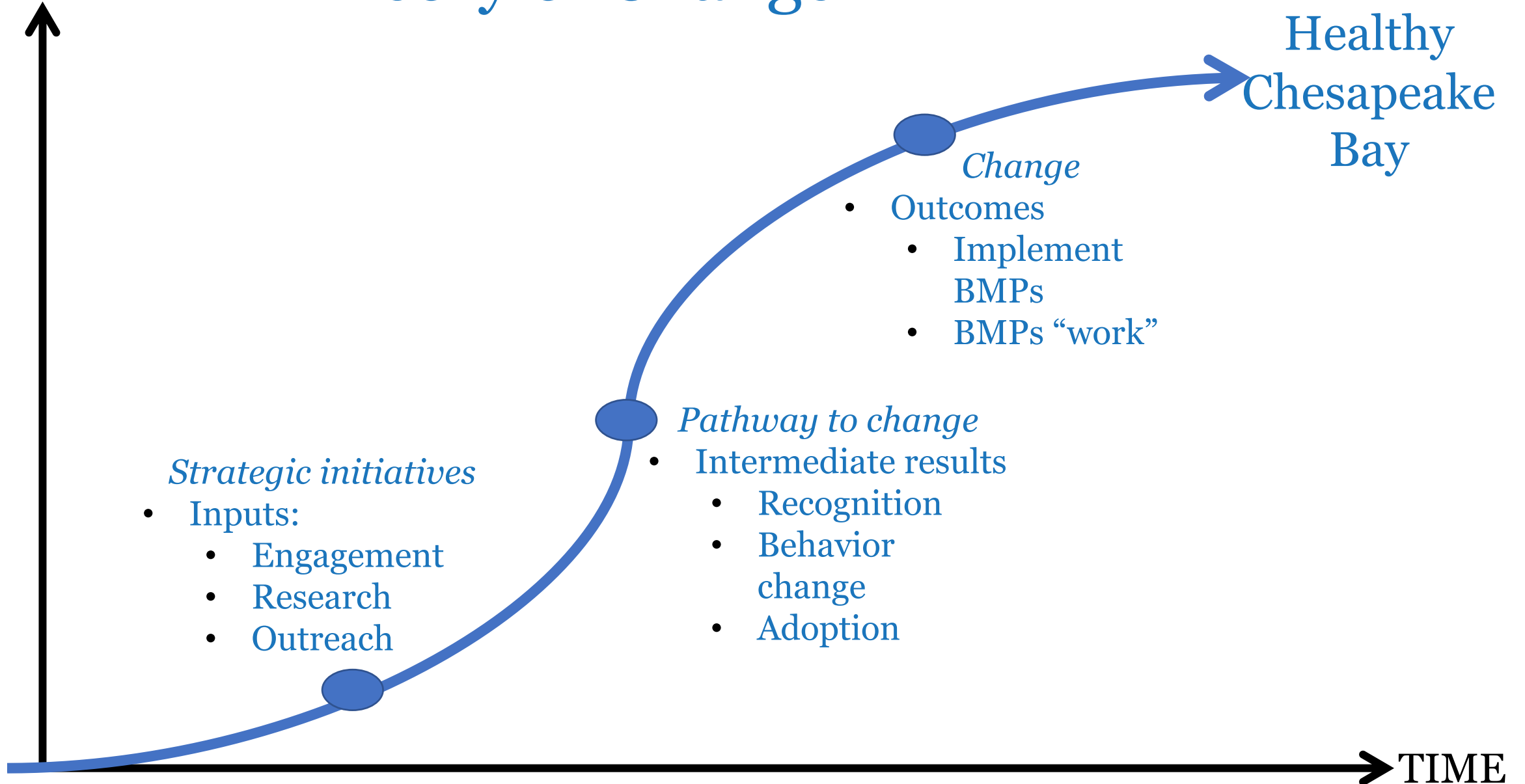
Experimentation

Find early indicators of success or trouble



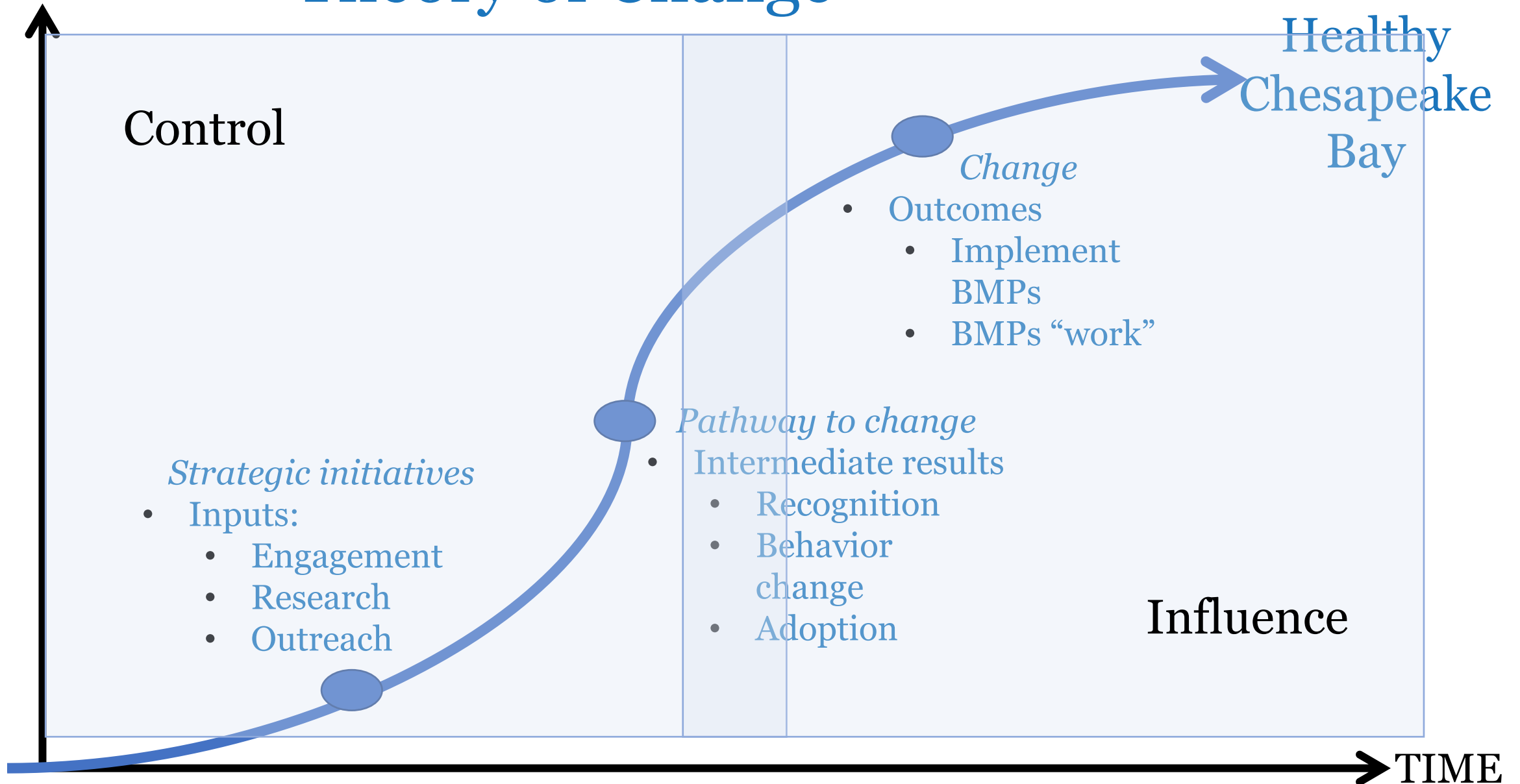
IMPACT

Theory of Change

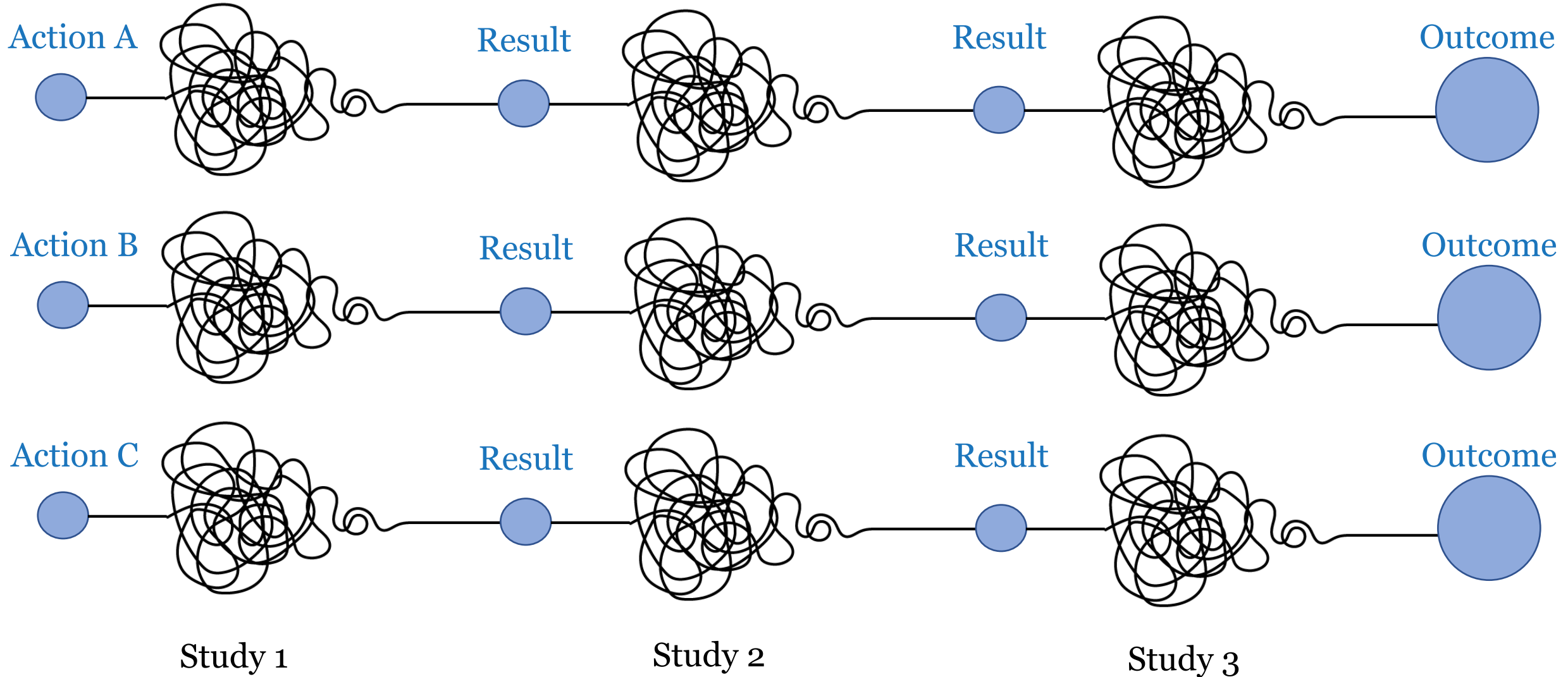


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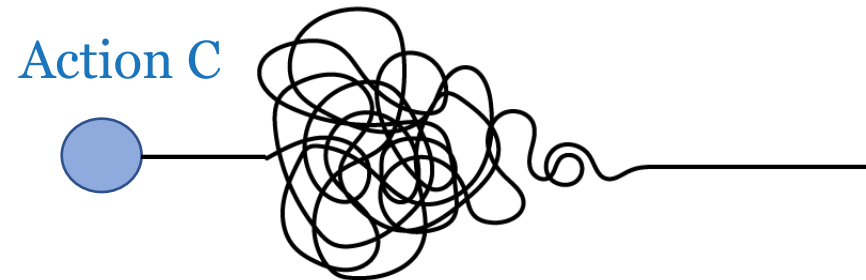
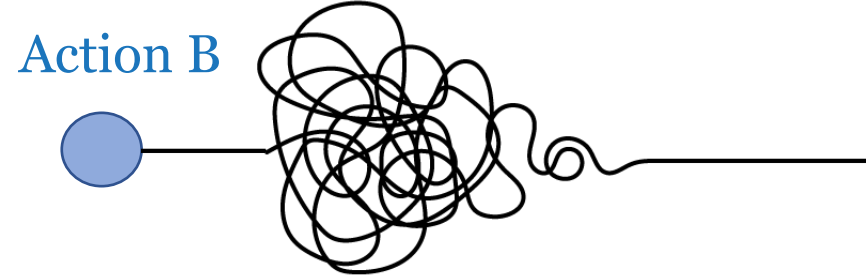
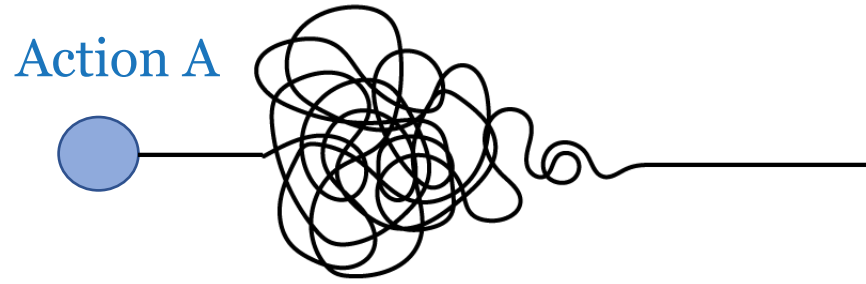
Theory of Change



Downscaled Theory of Change

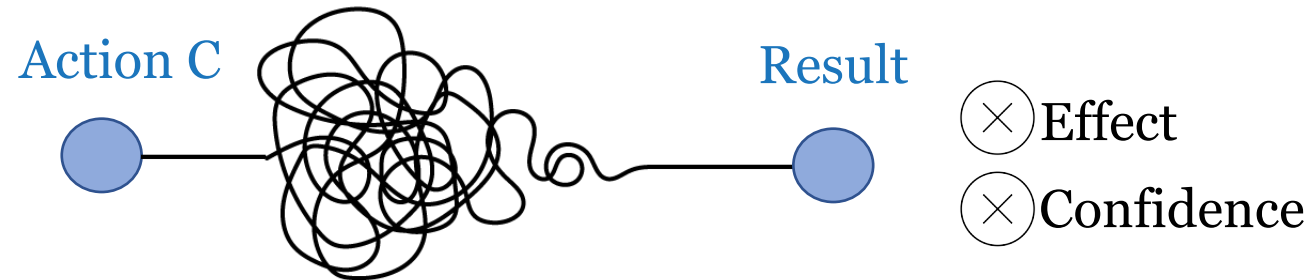
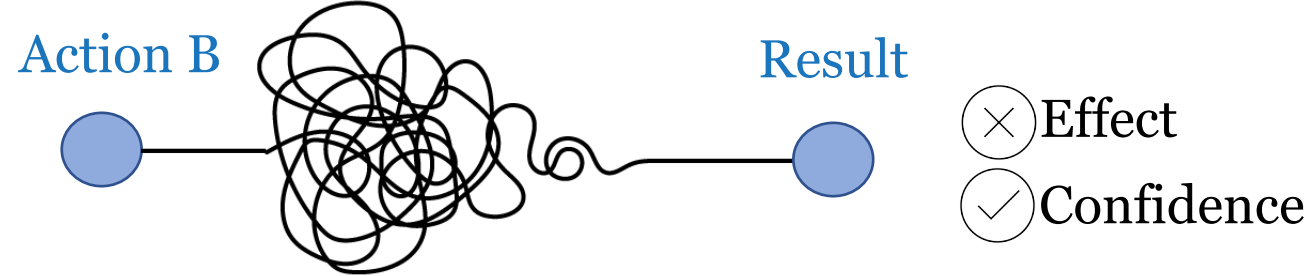
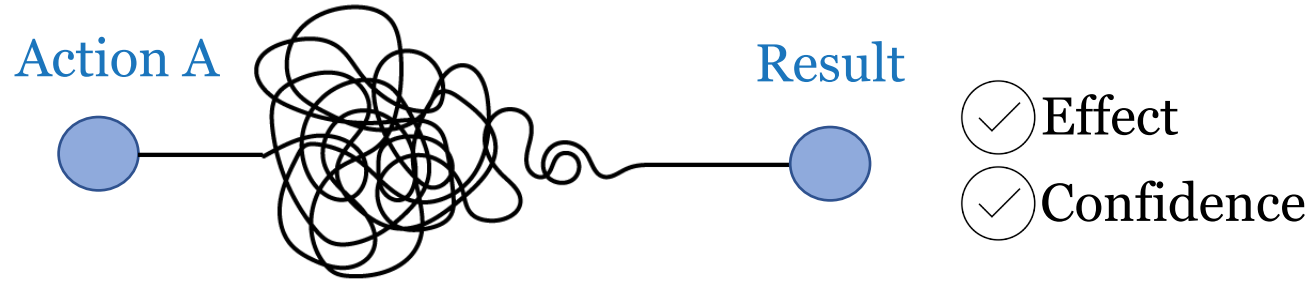


Downscaled Theory of Change



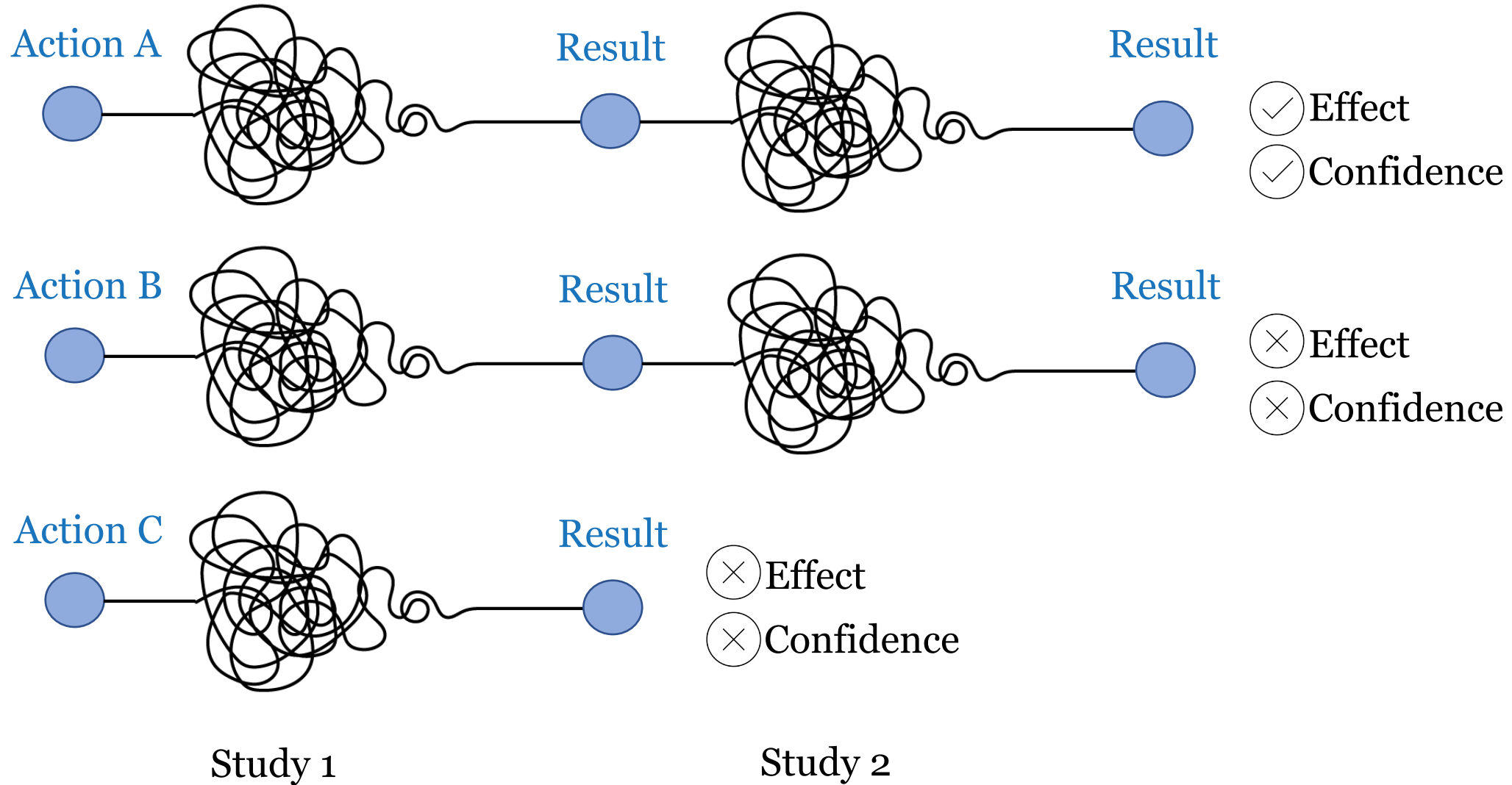
Study 1

Downscaled Theory of Change

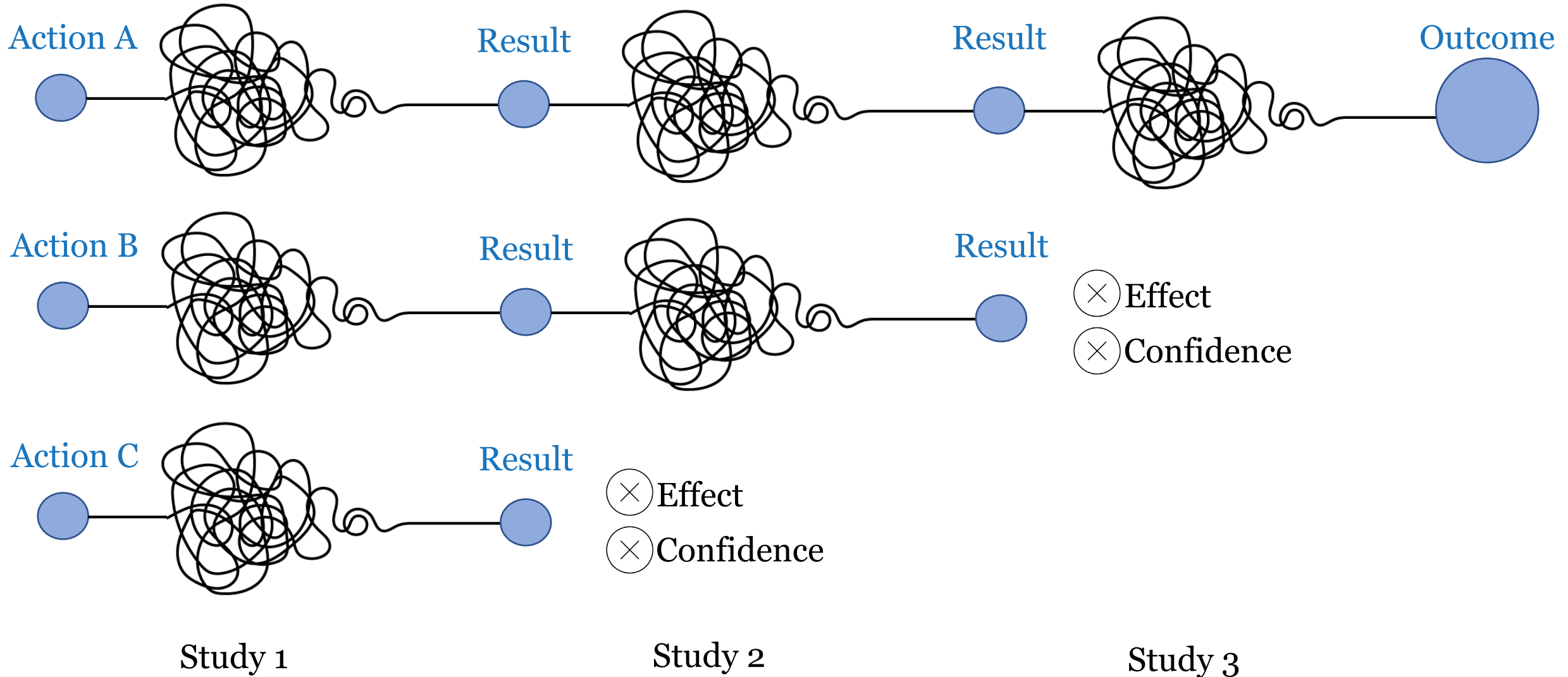


Study 1

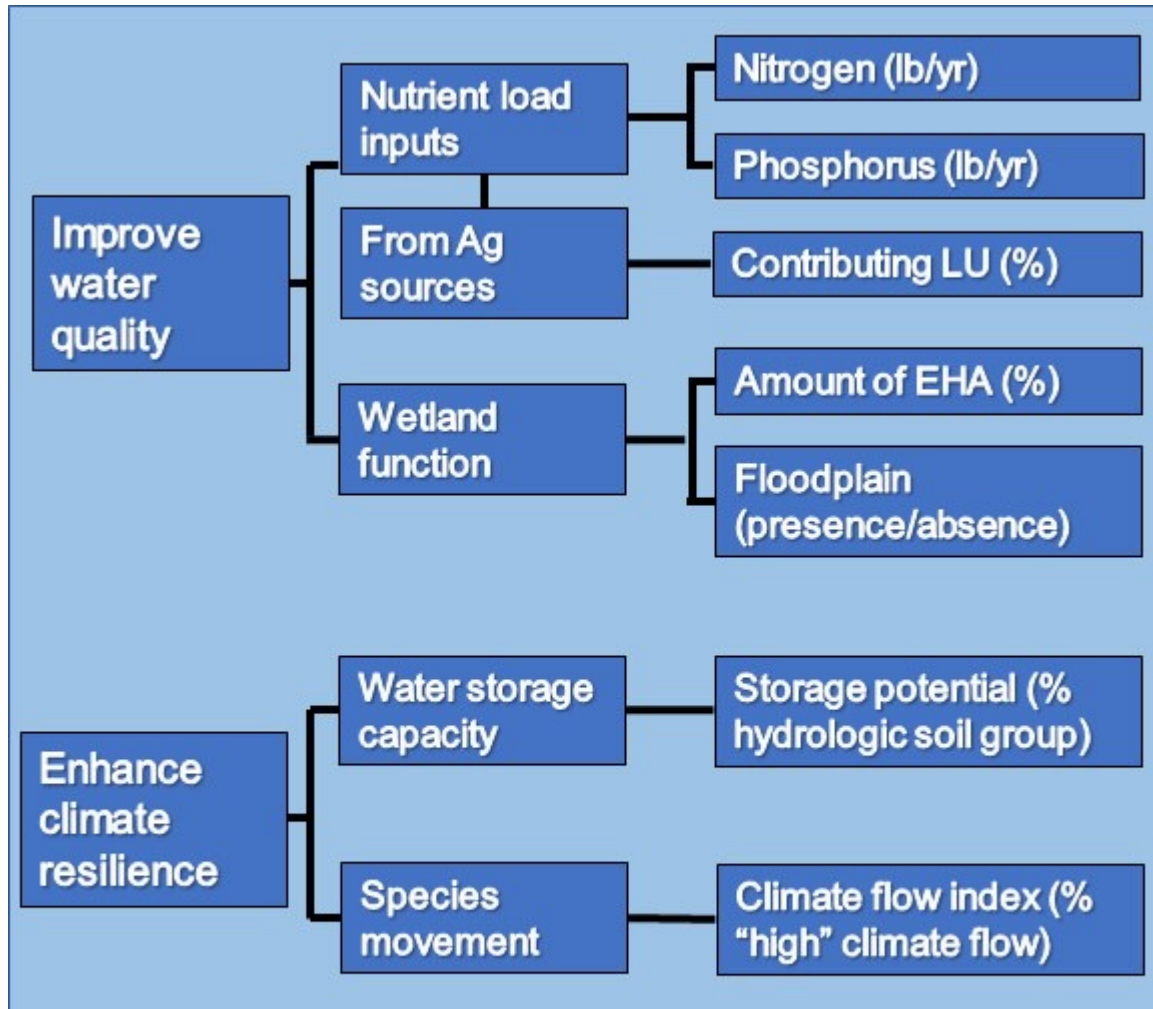
Downscaled Theory of Change



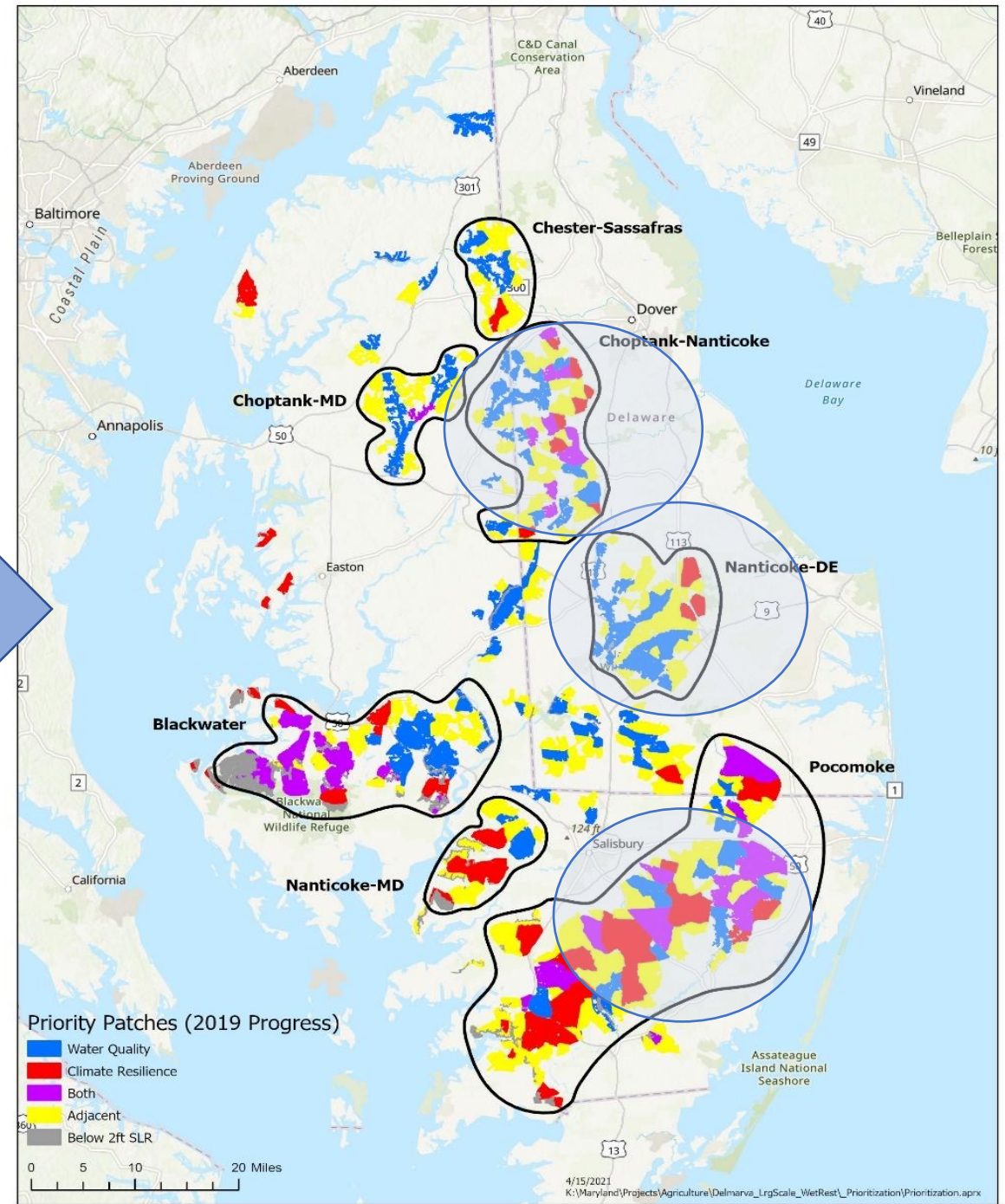
Downscaled Theory of Change



Goal: Increase wetland restoration at scale

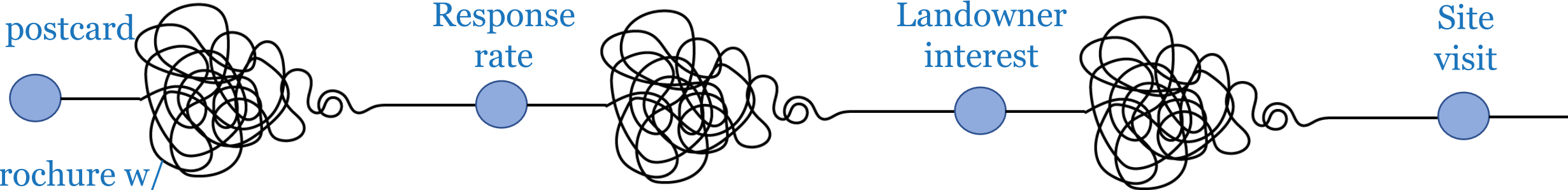


Step 1: Where should we target wetland restoration outreach?

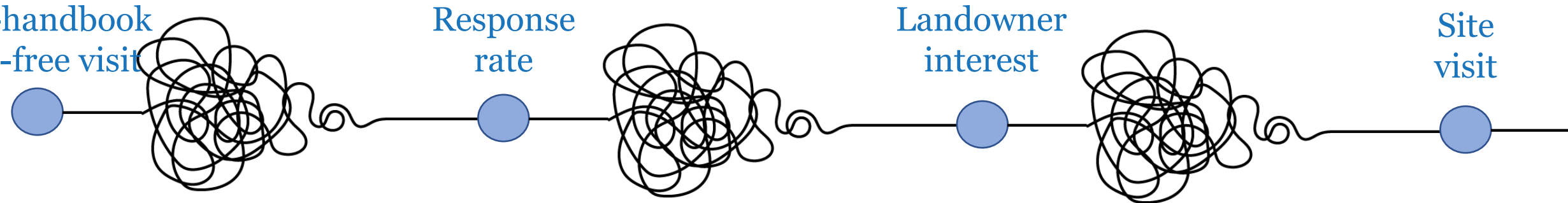


Step 2: Social Marketing Initiative

Informational
postcard



Brochure w/
-handbook
-free visit



Personalized
letter

