

CONSERVATION INTERNATIONAL'S

IMPACT REPORT 2015



**All people need nature to thrive.
CI is helping people to protect it.**

**Working with countries, companies
and communities around the world,
CI is making a difference for all of
us—for now, and for the future.**

PEOPLE NEED NATURE.

That simple truth inspires everything we do at Conservation International.
We focus on protecting nature because it's fundamental to ensuring a better life.

Here we share five personal stories from the 27 countries and countless communities where CI works. You'll meet individuals from Ecuador and Indonesia, where CI is helping to keep tropical forests healthy. You'll see how a Tanzanian farmer is improving her yields. And you'll learn how our partnership with Starbucks is leading a global transformation in coffee production that's good for people and the planet.

At CI, we're listening to nature—and taking action to protect natural resources for all of us, now and for the future.





99%

99% of Starbucks coffee is ethically sourced, with a commitment to work toward 100%.



1M

More than a million coffee farmers on four continents have benefited from the program.



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In Mexico, Amparo Reyes and other coffee farmers are growing coffee in a more sustainable way—and the whole community is reaping the benefits.



BETTER COFFEE, BETTER LIVES

A 15-YEAR JOURNEY WITH STARBUCKS

For 15 years, Conservation International has been on an ambitious journey with Starbucks. Together, we've created a new way to produce coffee that is sustainable, transparent—and good for people. Coffee farmers around the world who use the sustainability standards that we've developed are living better, earning more for their families and protecting forests that all of us depend on for fresh water and clean air.

When CI began its work with Starbucks in Chiapas, Mexico, the community never conceived of the impact it would have. One coffee farmer, Amparo Reyes, works for the coffee co-op as quality control.

“
Through the coffee co-op, we're making more money,” he says. “It really improves how we live. The co-op built our basketball court, our soccer field and our computer school. All kids are welcomed at the school, and they can get a better education without having to leave the area.
”

Today, 99 percent of Starbucks coffee (almost 400 million pounds last year) is ethically sourced. The company has committed to keep working toward 100 percent and encourage other coffee producers to do the same.

CI is proud to be part of this transformative effort that is protecting important natural resources on four continents—and providing a brighter future for people like Reyes and the children of Chiapas.



300

About 300 gallons of water are needed to produce 1 pound of rice.



48%

In the last 22 years, Sumatra has lost nearly half of its forests, which safeguard water supply.



FARMERS NEED NATURE

WATER SUPPLY CRUCIAL TO INDONESIAN RICE CROPS

Gopar's community is helping to identify forest areas that need to be protected.

© CONSERVATION INTERNATIONAL PHOTO BY TORY READ



Gopar, a farmer from Marancar, northern Sumatra, knows how important a healthy forest is for plant, animal and human communities. Forests absorb, purify and store water for many landscapes—including his own rice paddies. He says he has noticed changes in the local water supply over the past decade.

“
**Our lives depend on water.
Without it, we can't cultivate rice,
and without rice, we don't eat.**
”

Water supplies are equally vital for the region's threatened wildlife, from the orangutan to the Sumatran tiger and Sumatran rhinoceros.

CI helped farmers in Gopar's village understand the value of the forest to their water supply and created a community conservation agreement (CCA) to sustainably manage local forests. This included discussions of current and future needs as well as environmental conditions such as the potential impacts of climate change. Now the village is taking the CCA to the next level, creating digitized maps that account for valuable water resources. These maps will help inform smart land-use decisions and impact water quality for 3 million people across the region.

BRINGING BACK FISH FOR PEOPLE IN HAWAI'I

CI REVIVES TRADITIONAL FISH POND PRACTICES

Early Hawaiians had sophisticated fish pond aquaculture systems centuries before the arrival of Europeans.

“
It took an entire *ahupua'a* (traditional Hawaiian land division with hundreds of people) to build a fish pond,
”

explains Keli'i Kotubetey, a native Hawaiian and longtime fish pond practitioner. Using the values and teachings of his ancestors, he's working with CI to make fish pond revival a viable economic resource for his community.

“First we must re-establish healthy ecosystems that can support fish production in the ponds after centuries of neglect,” says Kotubetey. Filling the ponds with fish, however, is not enough. Because they sit in the coastal zone, the ponds are subject to many regulations and a complex permitting process. CI has worked with fish pond supporters at the state and federal levels to remove policy barriers and streamline the administrative process to lessen the burden.

“As fish pond farmers, our goal is to produce enough fish to share with our community,” says Kotubetey. “Unfortunately, the process from restoration to permitting to production is very costly. We're thankful that CI is helping us develop good business models that help us achieve the production we need to support our community food goals. Our strong partnership with CI is a modern representation of *laulima*—or many hands working together.”

28.5

The average person in Hawai'i eats 28.5 pounds of seafood per year.

63%

Of all commercial seafood in Hawai'i, 63% is from non-local sources.



Keli'i Kotubetey is part of a growing movement to restore Hawai'i's fish ponds, which once provided millions of pounds of seafood to local communities.



600

More than 600 distinct indigenous groups live in Latin America and the Caribbean.

63.5%

With 63.5% of Ecuador's population living in urban areas, most economic opportunities lie far away from traditional indigenous lands.



Medardo and the Cofán people have helped to protect 77,000 hectares of the forest they call home and received education, healthcare and other benefits in return.

PEOPLE PROTECTING FORESTS

IN ECUADOR, IT PAYS TO CONSERVE

For the Cofán people, the forest is everything: a house, a market, a pharmacy. So says Medardo, a husband, father and teacher who has lived his entire life in Dureno, an Amazonian indigenous community in northeastern Ecuador.

“
The forest is also very important for the rest of the world,” he says. “Forests absorb pollution and give us fresh air to breathe. We have always worked to maintain the health of the forest.
”

With increasing pressure on resources from energy companies as well as illegal logging and hunting, the long history of forest protection is being threatened.

Socio Bosque—an initiative by the Ecuadorian government based on practices developed by CI—gives Dureno community members a stronger incentive to protect the forest that surrounds them. For the first time, they are receiving tangible, economic benefits to keep up their conservation work. Through the program, they commit to keep the trees standing and prohibit hunting for commercial purposes. In return for taking care of the forest, they are compensated with housing, education, healthcare and more. Their actions also benefit the habitats of wild cats, tapirs, capybaras, giant otters, numerous monkeys and other species.

“We are happy to maintain our long tradition of taking care of the forest and pass it along to our own children,” says Medardo. “This program shows the positive impact we can have on the forest and the planet when our work is valued.”

PROVIDING INSIGHTS FOR AFRICAN FARMERS

MONITORING THROUGH VITAL SIGNS

Mama Churi is a wife and mother in rural Tanzania. In addition to taking care of her young family, she also grows rice and maize, raises fish and tends beehives, all of which provide half of her family's income.

But temperatures and rainfall patterns have become increasingly erratic in parts of Tanzania, and for Mama Churi and other farmers who depend on reliable rains, this has huge implications. To feed her family and earn a steady living, she needs information on when to plant.

Vital Signs, the monitoring system led by CI, helps farmers like Mama Churi be more productive while protecting the natural world they depend on.

By collecting data on precipitation, temperature, soil health, crop yields, nutrition and more, Vital Signs is gaining insights that will help inform better farming. Now, Tanzania is using the Vital Signs system to help the country grow its crops in a way that can adapt to a changing climate.

“
Because of my farming projects, my children will be able to study and get good jobs in the future,” says Mama Churi. “I am happy because my work ensures us a good income and gives me peace of mind.
”

\$100B

Valued at US\$ 100 billion per year, Africa's agricultural sector employs more than 500 million small-scale farmers.

16

Of the world's 20 countries most vulnerable to agricultural production loss due to climate change, 16 are in Africa.



Mama Churi, a small-scale farmer in Tanzania, depends on nature—her bees and crops—to earn a living and feed her family. Vital Signs is helping her to farm more productively in the face of a changing climate.



OUR MISSION

Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature and our global biodiversity for the well-being of humanity.

**CONSERVATION
INTERNATIONAL**



Explore more Conservation International stories at:

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