



**This text was shared by Will Beale, CMP Chair, during the Rally opening on March 10th, 2025**

I'm very happy to be here with you all and to have the opportunity to welcome you on behalf of the leadership of the Conservation Coaches Network and the Conservation Measures Partnership, to our first joint CCNet & CMP Rally, themed "*Harnessing synergies for inclusive conservation at scale*"! The messages I share with you today come from Lynn Decker, the current CCNet Chair and myself, representing CMP (of which I am co-chair, along with Erica Cochrane).

Before we start, I'd like to take a moment to acknowledge and express our respect for the Mapuche peoples on whose traditional territory we gather.

As we meet here in beautiful Valdivia, we recognize that our World is facing many challenges with the combination of rapid biodiversity loss and the climate crisis, coupled with profound injustice and inequity in many places. What is happening in our World affects our experience as individuals and as a collective. We want to acknowledge that while we all share this space for the next few days, we are experiencing things in different ways, and yet we all made it possible to be here together, with over 180 colleagues from 40 different countries, which is so wonderful!

While some of you might already be familiar with who CCNet and CMP are, we think it's a good moment to share a bit about who we are and how we collaborate. You will also have a chance to learn even more about our collaborative efforts, and to help us define our way forward at the plenary talk tomorrow.

**So, let me share a bit about the Conservation Coaches Network (also known as CCNet).** CCNet is a global community of over 900 trained professional coaches that use the Conservation Standards to strengthen conservation action and results in over 70 countries around the world.

*CCNet & CMP Rally 2025 Welcome from our leaders*

CCNet recognizes that conservation is only achieved when all key interested parties – including community leaders, scientists, resource managers – are engaged to work collaboratively toward long-term solutions. Conservation Coaches bring people together in ways that honor the diverse expertise and knowledge of a group, and foster a collaborative, inclusive, effective, and productive environment for decision-making and shared learning.

CCNet is built on a previously existing network that was established in 2004 and was internal to The Nature Conservancy, and we were formally established as an open network in 2009. CCNet is organized in nine regional networks led by local colleagues in Africa, Australia and Aotearoa – New Zealand, Europe, Latin America, North America, Pacific Islands, Southeast Asia, China, Mongolia, and two communities of practice, one that focuses on Teaching Adaptive Management in universities, and one that supports coaches who apply the Conservation Standards on Indigenous lands, waters and ice. These volunteer networks and communities of practice are the operational arms of CCNet. Through central services within regions, CoPs, and globally, CCNet trains conservation coaches and ensures that coaches are linked and regularly connect with scores of other coaches, contributing to knowledge-sharing across organizations, countries, and continents, helping advance conservation through continuous improvement.

**Now I'd like to share a bit about who we are as the Conservation Measures Partnership (also known as CMP).** CMP is a global community of NGOs, government agencies, and private businesses working together to design, manage, and measure conservation action. Guided by the Conservation Standards, CMP members collaborate to share knowledge, adopt best practices, and avoid ineffective approaches—ultimately enhancing conservation efficiency and innovation worldwide. The Conservation Standards are a widely adopted set of principles and practices that bring together common concepts, approaches, and terminology for conservation project design, management, and monitoring. The Conservation Standards help address the needs of both nature and people.

Our story began in 2002 at a pivotal meeting during the Society for Conservation Biology conference, where conservation leaders from organizations such as USAID's Global Conservation Program, The Nature Conservancy, and WWF-US recognized the need for a unified approach to monitoring and evaluation. This meeting spurred a collective commitment to better measure conservation success, leading to the establishment of CMP and the development of the Conservation Standards. These standards have continued to evolve, now at version 5.0, helping conservation practitioners worldwide to build more effective and impactful strategies. Through collaboration, our members contribute to a shared pool of expertise, transforming individual experiences into collective insights. CMP's ongoing focus on monitoring and evaluation fosters continuous innovation, making our partnership a catalyst for advancing conservation efforts globally.

CCNet and CMP have been closely collaborating since 2010, and to do this we share a representative on each other's leadership teams or board and we have a memorandum of understanding.

Our collaboration focuses primarily on:

- **Promotion of good conservation practice:** extending and strengthening the adoption of good

conservation practice (as represented by the Conservation Standards) across the conservation community;

- **Tools and methods:** ensuring up-to-date and adequate tools, approaches and related materials for good conservation practice and coaching;
- **Capacity building:** building capacity and confidence in applying good conservation practice and coaching at diverse programmes, organizations and scales;
- **Learning:** sharing developments and insights that will improve the practice of conservation.

Hosting this Rally together seemed like a logical step in our collaboration.

Our goals for this Rally are:

- For all to feel welcomed, connected, engaged and inspired to actively contribute and collectively celebrate our Conservation Standards community.
- To hone existing skills and learn new ones, and understand what resources are available to coach real world projects and help organizations adopt the Conservation Standards.
- Highlight the collaboration between CCNet and CMP

In addition to the Rally planning team that includes 22 colleagues from different parts of the world who have been volunteering their time for almost one year representing CCNet and CMP, many of you have also been working tirelessly for months now, to put together a great program.

Between now and Thursday you will be able to choose among 25 interactive sessions that address highly-relevant topics – all prepared by your peers for you! For example, many of you might be curious about the latest Conservation Standards changes, so make sure to attend the session on C.S. 5.0 that will take place in this same room after our plenary on Taking Conservation to Scale. And if scale is a topic you're especially interested in, look out for the session on Thursday.

We also have three plenary talks to get inspired and to learn more about CCNet and CMP and how we collaborate, with opportunities for you to weigh in on future efforts. This afternoon you will be able to learn from colleagues about tested and proven innovations, adaptations and tools at our own Fluvial Market, which builds on the idea of the original Fluvial Market which dates back to pre hispanic times and is located just across our hotel. So, don't miss the marketplace, there will be lots of learning, connecting, food, fun, and prizes!

And of course, we also have some great field trip options set up for you, to stretch your legs and enjoy nature as you connect with colleagues and learn about different conservation efforts by Chilean organizations. If you are looking for opportunities to develop and expand relationships, join the Flash Coaching session that will take place when we return from our field trip and meet new and old friends at the social hour right before our party evening.

And lastly, while we are here to learn, we are also here to celebrate and express gratitude, and we have a fun evening planned to celebrate our conservation community. Did you know that both the Conservation Standards and our Rallies have been supporting our conservation work for 20 years? And can you guess who might be recognized for their service to our global conservation community? So, on Wednesday evening, after our field trip, put on your dancing shoes and join us for a great evening!

As I mentioned earlier, our theme for this Rally is *“Harnessing synergies for inclusive conservation at scale”*, we’re going to ask for your help.

Did you know that the verb *“rally”* means to *“recover or cause to recover in health, spirits, or poise”*? So, we’d like to ask for everyone’s help to **rally!** Take care of yourself, ask for help, be there for each other, share, develop deep and authentic relationships with colleagues who want you to succeed so that together we can enable communities to better conserve the resources that sustain life on this planet.

The work we do has never been easy, but we have the ability to adapt and overcome obstacles. We need you to be healthy and strong, to be there for each other so we can do better and quicker work together. Our Network and the world needs committed, caring people like you and we have so much gratitude for what you all do!

Thank you and let’s have a wonderful CCNet & CMP Rally 2025!