



# Increasing Awareness of the Relevance of Bird Conservation to Broader Conservation and Sustainable Development Efforts

August 7, 2019

Amy Upgren, Andrés Anchondo, Andrew Rothman

# Project Goal

- Demonstrate the relevance of bird conservation to broader conservation
- Emphasize how bird conservation and sustainable development advance complementary goals



Based on the recommendations of the NABCI International Subcommittee, and the relevancy toolkit, which inspired the subcommittee

# Project Goal

## How?

Engage with conservation and sustainable development efforts in Latin America and the Caribbean:

- Governments
- Multilateral agencies
- Development banks
- Non-government entities
- Private investors



# Proposed Activities

---

- Identify gaps and opportunities in conservation, sustainable development, and impact investing initiatives to better incorporate bird conservation.
- Use this analysis to prioritize two countries to promote the integration of bird conservation into national-level goals.

# Proposed Activities

- Create advocacy strategies, including fact sheets, presentations, and 2-pagers, tailored to different audiences.
  - Governments
  - National biodiversity funds
  - CBD and GEF Focal Points
  - Development banks
  - Businesses



# Proposed Activities

- Create advocacy strategies, including fact sheets, presentations, and 2-pagers, tailored to different audiences.
- Organize meetings, webinars, conference side events and symposia on incorporating bird conservation actions into existing initiatives.



# Expected Outcomes

## Short-term

- Determine gaps and opportunities to align bird conservation with existing initiatives
- Develop tailored advocacy packets for multiple constituencies
- Build interest in and understanding on how to integrate bird conservation

## Medium- and long-term



impact investing



Feedback and  
questions?

Thank you!