

# Conservation Innovation Update

The Program on Conservation Innovation at the Harvard Forest



Join us on Wednesday, March 3, 2010 at 11 am Eastern Time (8 am Pacific) for a live, online discussion of

## CROSS-CUTTING CONSERVATION AT LOCAL & REGIONAL SCALES

Register [here](#) for this online event.

Dear Colleagues in Conservation:

The Program on Conservation at the Harvard Forest, Harvard University, along with the Conservation Finance Forum, will be hosting an expert chat on March 3rd with two experts on cross-cutting conservation -- that is, strategies that cut across parcel, jurisdictional and even national borders to achieve conservation objectives related to biodiversity, ecosystem services, the sustainable production of commodities, and amenities valued by a wide variety of citizens. Matt Zieper, who has been a senior member of the Conservation Finance Program at the Trust for Public Land for over a decade, will focus his remarks on the locally-scaled conservation achievements of the Massachusetts Community Preservation Act. Mat Jacobson, who manages the International Boreal Conservation Campaign for the Pew Charitable Trusts, will consider recent progress in conserving Canadian landscape that span millions of acres. The two speakers will discuss what is involved in successfully completing small and large-scale conservation projects, and the advantages and disadvantages of cross-boundary conservation of all sizes.

Since 1999, Matt Zieper has directed research for TPL's Conservation Finance Program. During that period, TPL has helped pass more than 400 conservation finance ballot measures, with an 84% approval rate, and has raised more than \$32 billion for land conservation. Under his leadership, TPL's research team has written more than 150 comprehensive feasibility reports, whose analysis and recommendations help design ballot measures, shape legislation, and influence public policy. He has led TPL's efforts to publish *LandVote*, an annual comprehensive review of conservation ballot measures, co-authored *Keeping Our Commitment*, a report outlining policies to protect one million acres in the Chesapeake Bay Watershed and created an online course on Conservation Finance for the University of Southern Maine. Matt's chapter on the Massachusetts Community Preservation Act (CPA) appears in the newly released book, *Conservation Capital in the Americas*.



Prior to joining TPL, Matt was a legislative aide in the Massachusetts Senate and a fiscal and economic policy consultant. He holds a Master's degree in Public Policy from Harvard University's Kennedy School of Government and a Bachelor's degree in marketing from the University of Massachusetts at Amherst.



Mathew Jacobson is the Manager of the International Boreal Conservation Campaign at the Pew Environment Group, overseeing the work of the campaign in Quebec. For the past two decades, he has been working to identify and protect North America's last wild forests. His past experience includes: working to protect the last intact roadless areas on the US National Forest System as the National Field Director of the Heritage Forest Campaign; advocating to stop the sale of old growth timber as a campaigner with Greenpeace; and reforming public land management as the founder and director of Green Mountain Forest Watch as well as the Southern Appalachian Biodiversity Project. Mathew graduated with a bachelors degree in literature and religion from Tufts University.

The conversation with Jacobson and Zieper will be hosted by Jim Levitt who directs the Program on Conservation Innovation at the Harvard Forest, Harvard University.

We look forward to participation in the online session by colleagues from the domestic and international conservation community. You can sign up to listen and submit live questions during the course of this expert chat with Mat Jacobson and Matt Zieper by logging onto the event page ([click here](#)) on the Government Innovators Network.

Best regards,

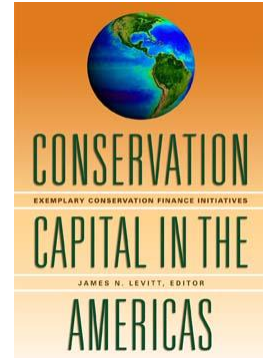
Jim Levitt, Editor and Director of the Program on Conservation Innovation  
Kate Isenberg, Assistant Editor

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## *Conservation Capital in the Americas now in print*

*New book explores the idea of land conservation across continental boundaries*

At the January 2009 conference of conservation finance experts in Valdivia, Chile, participants were inspired by what they experienced. They saw that through dialogue and focused collaboration, conservation practitioners based in North and South America could borrow from one another's most effective conservation finance strategies and deploy them half-way around the globe.



With editorial oversight from Jim Levitt at the Harvard Forest, the group proceeded to take this dialogue one step further by completing work on a book which shares their insights in print. The book, *Conservation Capital in the Americas*, is now available from the Lincoln Institute of Land Policy at [www.lincolninst.edu](http://www.lincolninst.edu), Island Press at [www.islandpress.org](http://www.islandpress.org), and from online booksellers such as Amazon.com at [www.amazon.com](http://www.amazon.com).

The conference and book have garnered high praise. Paul Simons, United States Ambassador to Chile, wrote in the book's introduction: *"..we must redouble our efforts to defend the needs of the planet. This is precisely why the conference on 'Conservation Capital in the Americas' was such a success. In bringing together 120 of the world's conservation finance experts to engage in dialogue and debate, share experiences, and strengthen relationships, the conference struck a blow against complacency. Participants returned to their countries re-energized and ready to meet new challenges head-on. Their efforts truly hearten me -- not only their own successes, but also the dedication and commitment to this cause that their work will inspire in others."*

Peter Stein, Managing Director of Lyme Timber Company, builds on the Ambassador's sentiment, noting that *"by bringing together in Valdivia representatives of the public, private, and academic sectors from across the Western Hemisphere, the organizers of the conference... put together an exceptional context for dialogue. The essays in this book show that the meeting yielded important insights that will inform the practice of conservation finance for years to come."*

Among the most significant of those insights was one expressed by a South American student participant towards the end of the three day meeting in Valdivia: *"I always knew that conservation protected value. Now I understand that conservation creates value."*

We invite you to join the process of creating value through conservation. If you have comments or questions regarding the book and the 14 remarkable essays on conservation finance which it contains, please send your thoughts to [james\\_levitt@harvard.edu](mailto:james_levitt@harvard.edu), or directly to any of the book's contributing authors. We will do our best to respond in a timely manner, and to add your thoughts to the mix as the global conservation finance dialogue continues to evolve.

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## The Community Preservation Act (CPA)

*The Trust for Public Land (TPL) has been a leader in advancing the CPA across Massachusetts, bringing a new source of financing for conservation, historic preservation and affordable housing to the state's cities and towns.*

Matt Zieper, in his lucid essay on the Community Preservation Act in the book on *Conservation Capital in the Americas*, reports that "it is remarkable that the CPA has thrived, being passed into law in town after town, in a state where a 1980s tax revolt led to the passage of strict limits on property taxation... Despite this anti-tax legacy, nearly 40 percent of the state's 351 cities and towns have chosen to impose new property taxes to support community preservation efforts."

Indeed, the Community Preservation Act, which will celebrate its tenth birthday on September 14, 2010, is a model conservation finance initiative.. The CPA (described in detail at [www.communitypreservation.org](http://www.communitypreservation.org)) "is statewide enabling legislation to allow cities and towns to exercise control over local planning decisions. The Community Preservation Act provides new funding sources which can be used to address three core community concerns: acquisition and preservation of open space; creation and support of affordable housing; and acquisition and preservation of historic buildings and landscapes."

CPA advocates like to point out that, prior to the CPA's passage, its advocates point out that "there was no steady funding source for preserving and improving a community's quality of life and character. The Community Preservation Act can give a community the funds needed to control its future."

During the online broadcast this coming March 3, Matt Zieper will consider the CPA's past, present and future. Join the discussion of this pathbreaking legislation by registering for the live, online session using the link at the top of this newsletter.

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## **The International Boreal Conservation Campaign (IBCC)**

*With its focus on a very large scale conservation area, the IBCC is helping to protect some of the worlds largest intact forests*

While the IBCC, a project of the Pew Charitable Trusts' Environmental Group, is fighting for the protection of large forest ecosystems all around the world, it has been concentrating in recent years on achieving the full protection of some 50 percent of Canada's boreal forests, alongside the sustainable development of the remaining 50 percent.

Recent progress towards that goal has been remarkable. In a February 2010 press conference, Canadian Minister of the Environment Jim Prentice announced the creation of the 2.65 million acre (10,700 square kilometer) Mealy Mountains National Park in the province of Newfoundland and Labrador. In addition, the government of Newfoundland and Labrador announced the designation of an adjacent 700,000 acres (3,000 square kilometers) for inclusion in a new provincial park, for a total protected area of 3.3 million acres (nearly 14,000 square kilometers, or about 5,400 square miles, an area larger than Yosemite and Yellowstone national parks, combined).

The boreal forest habitat within the new national and provincial parks will shelter a threatened and globally significant herd of woodland caribou. It will also serve as an anchor for the highly significant Atlantic Flyway that is of importance to a wide range of migratory birds, including the peregrine falcon, least sandpiper, rusty blackbird, blackpoll warbler, olive-sided flycatcher and Arctic tern. (for further information, see <http://blogs.nationalgeographic.com/blogs/news/chiefeditor/2010/02/boreal-landscapes-added-to-canada-parks.html>, as well as [http://www.pewtrusts.org/news\\_room\\_detail.aspx?id=57154](http://www.pewtrusts.org/news_room_detail.aspx?id=57154)).

Similarly significant boreal conservation initiatives have been recently announced or are being considered in the Canadian provinces of Ontario and Quebec. Cumulatively, the progress made in protecting the Canadian Boreal forest from the Atlantic to the Pacific over the past decade has been

tremendous. Join Mat Jacobson online on March 3 to consider progress to date, and the considerable work ahead to consolidate and steward these vast northern conservation lands across provincial and even international boundaries.

*Conservation Innovation UPDATE* is a publication of the Program on Conservation Innovation at the Harvard Forest, with additional support from the Ash Institute for Democratic Governance and Innovation at Harvard's Kennedy School of Government.

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