



Conserving our planet, hectare by hectare

Everywhere, life on Earth is under threat. Indeed, scientists believe that 'Earth change' is as serious today as climate change. Ecosystems are being degraded, native habitats and open spaces are disappearing, and wild species are becoming more endangered.

Nature, however, can be conserved and used sustainably. Ecosystems can be restored, habitats and open spaces can be protected, wild species can be saved, and biological resources can be harvested sustainably. Every local community, private company, non-profit organisation, and public agency has the opportunity to take positive action. Hectare by hectare, we can restore and conserve our planet.

Verified Conservation Areas

To encourage broader participation in conservation efforts, the Green Development Initiative (hosted by Earthmind) is piloting a public registry, international standard and best-practice toolkit for Verified Conservation Areas (VCAs).



The online **VCA Registry** facilitates public recognition and support for verified conservation action on the ground. All areas in compliance with the **VCA Standard** - whether public, communal or private - can be registered. The VCA Standard combines the objectives of the international Convention on Biological Diversity (CBD) to conserve biodiversity and use it sustainably, with a management process based on the CBD's Ecosystem Approach. The **VCA Toolkit** provides best practice guidance to area managers for developing and implementing their conservation action plans.



Direct support to conservation on the ground

The VCA Registry is a unique online platform for 'suppliers' of conservation areas. It offers those who want to help save our planet an exciting portfolio of Verified Conservation Areas to support. Through the VCA Registry, both organisations and individuals can finance actions with tangible and visible conservation results.

VCAs enable private companies, in particular, to become more directly involved in restoring and conserving nature. There are a wide variety of opportunities for business. These include verified conservation plans for business sites, for key areas 'outside the fence' of their operations, for areas critical to their supply chain, and for areas important to major stakeholders.

For individual supporters, the VCA platform is building partnerships with socially responsible crowd funding websites to enable individuals to directly support conservation areas. And by making conservation actions visible and accountable online, the GDI Registry makes it easier for government donor agencies and private foundations to place their funds effectively.

VCA - a global platform for the Earth

The VCA offers opportunities for all of us to conserve our planet, hectare by hectare:

- Register VCAs & propose new areas to be listed.
- Fund VCAs & suggest additional ways in which VCAs can be supported.
- Recommend area-based tools for conservation and sustainable use.
- Become a partner in scaling up the VCA platform.



v-c-a.org

: VCA Office : Earthmind : IUCN Conservation Centre : Gland, Switzerland :

vca@earthmind.net