

# 2025 IMPACT REPORT

# What We Protect Together Endures



# Our 2030 Vision

By 2030, Enduring Earth will support Project Finance for Permanence (PFP) initiatives that deliver durable conservation and climate resilience, advance community development, and secure sustainable financing for up to 1 billion hectares globally, guided by the leadership and decision making of Indigenous peoples, local communities, and national governments, supported by a broad coalition of non-governmental organizations and public and private funders committed to equitable, lasting outcomes.



# Where We Started From Idea to Initiative

**Enduring Earth's story begins with a simple truth:  
No single organization or community can meet  
the scale of today's intertwined climate and  
biodiversity crises alone.**

Nearly two decades ago, the PFP model was adapted from project finance to conservation, securing durable protection for 87 million hectares across the Brazilian Amazon, Costa Rica, Canada's Great Bear Rainforest, Bhutan, and Peru. These early successes showed what is possible when long-term finance, strong governance, and local leadership come together. They provided proof of concept for how conservation at scale could be achieved. Building on these successes, in December 2020, The Nature Conservancy, The Pew Charitable Trusts, World Wildlife Fund, and ZOMA LAB - with support from Bezos Earth Fund, the Global Environment Facility, the Gordon and Betty Moore Foundation, the Green Climate Fund, Margaret A. Cargill Philanthropies, and the Wyss Foundation - launched Enduring Earth to mobilize governments and local partners to lead large-scale PFPs. Together, we advance initiatives led by Indigenous peoples, local communities, ministries of environment, climate, and finance, local partners, and public and private funders, aligning multiple institutions behind locally led visions and tying long-term funding to clear social and ecological outcomes. In doing so, we keep decision making and resources where they belong: with the people who steward lands and waters.

## **Partnering for Scale**

Enduring Earth was founded with a vision to partner with all environmental stewards to secure durable protection for 600 million hectares of lands, ocean, and freshwater by 2030 - an area almost twice the size of India. By the end of last year, local partners had secured 210 million hectares through the PFP model, and mobilized U.S.\$1.7 billion in long-term financing. Building on this progress, we have raised our target: By 2030, Enduring Earth will support PFP initiatives that deliver durable conservation and climate resilience, advance community development, and secure sustainable financing for up to 1 billion hectares globally, guided by the leadership and decision making of Indigenous peoples, local communities, and national governments, supported by a broad coalition of non-governmental organizations and public and private funders committed to equitable, lasting outcomes.

## **How We Work: Principles in Practice**

Enduring Earth builds partnerships grounded in our shared values of trust, responsibility, sustainable impact, and collective action. We act transparently, steward resources wisely, and respect each nation's priorities and cultures, knowing that only collaboration can achieve our most ambitious goals. In practice, local leaders set the agenda, technical experts sharpen solutions, and innovative financial approaches ensure those solutions endure. Thriving ecosystems support resilient communities and a sustainable future, and across our portfolio, we are proving that what we protect together endures.

# PFP Spotlights in 2025

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### **A Conservation Area Led by Inuit, for Inuit**

The SINAA initiative is designed to support Qikiqtani Inuit-led stewardship, governance, and conservation of its Arctic waters and lands. SINAA is grounded in Inuit traditional knowledge and leadership and was developed by Qikiqtani Inuit.

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### **Building on Two Decades of Impact**

The key innovation in ARPA Comunidades addresses economic vulnerability using the concept of socio-bioeconomy, which refers to community-led, sustainable economic development activities, like nut, fruit pulp and honey production, handicrafts, fishing, and tourism.

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### **Guardians of the Steppe, A Foundation for the Future**

One-quarter of Mongolia's households are nomadic herders. The Eternal Mongolia PFP is set to expand the creation of community-based organizations which support herders in sustainable management practices including the creation of natural resource management plans.

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## **Transforming Communities in the North**

Guided by a shared vision of healthy lands, waters, and communities, the Our Land for the Future PFP is an Indigenous-led initiative that aims to protect the Northwest Territories, preserve biodiversity, support thriving cultures, and contribute to equitable economies.

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## **Indigenous Marine Stewardship**

In 2025 partners focused on building the systems needed to support durable implementation of the larger Great Bear Sea Network of Marine Protected Areas, including embedding Guardian and stewardship programs into monitoring and management processes.

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## **Sustaining the Economy and the Environment**

From the soaring peaks of the Andes to the rich green depths of the Amazon, Colombia is home to some of the most biodiverse places on Earth. Indigenous peoples, Afro-Colombian communities, and local stewards have cared for these ecosystems for generations.

# From Proof of Concept to Shared Legacy



Landscape of Ulgi in western Mongolia ©Adobe

## Letter from the Chair of the Enduring Earth Board, 2024-2025

Five years ago, we signed the agreement that created the Enduring Earth partnership. As I look back on how far we have come, I am struck first by the leadership of local partners, Indigenous Peoples, communities, and governments who have guided us every step of the way. This impact report is, above all, a record of what they have achieved and of what happens when those closest to lands and waters lead, and global partners use financial mechanisms, tools, and collaboration to match their vision.

We came together around the belief that by working together, we could go further and faster than any of us could alone in answering the global call of the 2030 biodiversity, climate, and sustainable development goals. Early PFPs launched before Enduring Earth conserved 87 million hectares; in just five years as a partnership, our collective work has helped secure durable conservation across 210 million hectares - an area larger than Mexico - backed by U.S.\$1.7 billion in long-term finance and with the potential to avoid 88 billion metric tons of carbon through nature-based solutions. These numbers matter, but they tell only part of the story. What gives them meaning is how we work, with local leaders co-designing each initiative and sharing decision-making so conservation advances priorities for livelihoods, culture, and climate resilience.

This year's impact report highlights how that approach has deepened and spread. We have engaged more than 150 local partners across PFPs in Brazil, Canada, Colombia, Mongolia, and beyond, working alongside First Nations, Indigenous governments, Inuit leadership, Mongolian herder communities, community organizations, rangers, regional and provincial governments, and ministries of environment, finance, and climate. Together, we have shown that technical rigor, transparent dialogue, and patient, trust-based collaboration can turn consensus into durable protection on the ground, from the Amazon to the Great Bear Sea.

We closed 2025 with another important milestone: at the UN climate conference in Belém, the Government of Gabon and The Nature Conservancy signed a Letter of Intent for the Gabon Infini PFP, which, with Enduring Earth's support, is designed to fund conservation of some of the country's most critical carbon and nature ecosystems while strengthening a nature-based economy and unlocking up to US\$200 million in conservation and community development investments over the coming decade.

As of the end of December 2025, I have passed the role of CEO board chair of Enduring Earth to Sue Urahn, president and chief executive officer at The Pew Charitable Trusts. It has been an extraordinary privilege to help steward this partnership through its founding years, and I could not be more confident in the leadership that will carry it forward.

Enduring Earth is now focused on scaling proven PFP models, expanding geographic reach, and deepening community-led conservation, with six focal regions where coordinated action with local stewards can generate lasting conservation outcomes and meaningful sustainable development gains. This vision will continue to take shape through PFPs in regions of exceptional ecological and cultural significance - from the forests of the Andes, Amazon, Boreal, and Selva Maya to the Kavango-Zambezi landscape; the marine corridors of the Mesoamerican Reef and Eastern Tropical Pacific; and the island nations of Micronesia with in-development PFPs in places such as Belize, Bolivia, the Eastern Tropical Pacific, Guatemala, Panama, and several African countries expected to reach key milestones in the year ahead.

As I hand over the chair role, I do so with deep gratitude for the trust that has built this collaboration and for the leadership of all our partners, community stewards, government counterparts, funders, and members of the team, and with great anticipation for what this community will accomplish next as Enduring Earth moves from proof of concept to global scale.

The progress and lessons captured in this report belong to many. Together, we are closing the gap between promise and permanence so that nature and people can thrive, now and for generations to come.

**Jennifer Morris, Chief Executive Officer of The Nature Conservancy**



# The PFP Model

Resilience. Partnership. Durability.

Akshayuk Pass, Baffin Island, Nunavut, Canada ©Ed Dods

The PFP model is a legally binding agreement that moves to implementation only when a set of core interlocking components are in place, ensuring that conservation and climate outcomes, and community benefits are fully financed and managed over the long term. Each PFP begins with a jointly developed conservation and community development plan agreed by all national and local partners, which defines the geographic scope, measurable biophysical and social outcomes, priority actions, and clear implementation responsibilities. A comprehensive financial model then calculates the full life-cycle costs of that plan, maps all funding sources, and shows how transition funds, government budgets, and new sustainable revenue mechanisms will achieve long-term financial sustainability.

Partners channel these financial flows through a conservation trust fund with governance arrangements, safeguards, and legal commitments codified in binding agreements. Disbursement conditions link policy reforms, budget increases, and other milestones to phased releases of funds, while a monitoring, evaluation, and learning framework sets clear and measurable indicators, baselines, and data-collection methods for ecological, climate, and community outcomes. Regular financial and performance reporting, independent audits of the trust fund, and periodic external reviews support adaptive management and provide credible, transparent evidence of durable results.

## Resilience to Change

Enduring Earth's PFP approach is built to withstand macroeconomic volatility and political turnover. Each PFP is anchored in a single, legally binding closing agreement and implemented through an independent conservation trust fund. At closing, often referred to as the launch, governments, Indigenous peoples, local communities, partners, and funders commit to long-term conservation, community development, and finance obligations that take effect once full funding is committed and key policy and governance conditions are in place.

Capital from public, private, and philanthropic sources is placed in a professionally managed trust that is legally separate from government, with multistakeholder governance and transparent reporting, insulating resources from short-term fiscal crises or shifts in political priorities. Disbursements from these funds are performance-based

and time-bound, released only when agreed milestones and safeguards are met, which protects investments during economic shocks and creates incentives for continuity across administrations. Trust funds report progress regularly to ensure transparency and enable course correction when needed. If macroeconomic or political conditions deteriorate, PFPs can slow or sequence activities while maintaining core protections and financing, rather than collapsing when annual budgets tighten. This architecture does not eliminate risk - currency fluctuations, inflation, or government changes can still affect implementation speed - but it significantly reduces the likelihood that protected areas will be abandoned or underfunded, allowing Enduring Earth and its partners to stay focused on long-term outcomes rather than year-to-year survival.

## Local Leadership and Governance

Enduring Earth's approach starts from the premise that PFPs must be designed and governed with, not for, the people who live in the places where we work. From the earliest scoping phase, governments, Indigenous peoples, and local communities co-develop a shared vision through multiyear dialogue, with local partners hosting community assemblies, town halls, sector-specific workshops (for example, with fishers or herders), and targeted meetings with women, youth, and other often-excluded groups. In these forums, partners introduce the PFP model, raise and answer questions, and synthesize community feedback as they refine conservation and development plans.

Each PFP includes an explicit stakeholder and rightsholder engagement plan and applies rigorous environmental and social safeguards, including Free, Prior, and Informed Consent with local communities and Indigenous peoples. Community priorities shape conservation and finance plans, and local representatives hold formal seats in governance bodies such as trust-fund boards and advisory councils alongside governments and funders.

With government partners, Indigenous Guardians and community organizations then lead implementation, monitoring, and adaptive management on the ground, maintaining feedback loops over the 10- to 20-year life of each PFP and helping to balance power through structured, long-term processes rooted in accountability and shared ownership. One emerging lesson is that investing early in facilitation and community-led convening greatly strengthens the quality and legitimacy of PFP commitments.



**K'ahsho Got'ine Elder Vicky Orias (language expert) working with KG Guardian Joseph Tobac on Place Names © Jordan Melograna**

# Delivering the 2030 Targets and Goals

The 2022 Kunming-Montreal Global Biodiversity Framework calls for protecting 30% of lands, waters, and seas by 2030, backed by 200 billion a year and the leadership of local stewards. The world is far off course: only an estimated 17.5% of land and 9.6% of the ocean are protected today, and the global biodiversity funding gap stands at around U.S.\$80 billion annually. Capital is not flowing at the pace or scale required, with only 39 of 196 countries having finalized National Biodiversity Finance Plans, and just U.S.\$1.1 billion in 2023 reached Indigenous peoples and local communities, who manage many of the ecosystems most critical for climate and biodiversity.

With the 2030 deadline fast approaching, the central challenge is turning global ambition into durable, inclusive financing mechanisms that can secure permanent protection; incremental progress is no longer enough. The PFP model is purpose-built to mobilize and align the funding, partnerships, and political will that global commitments demand, while centering local leadership.



Kunming-Montreal  
**GLOBAL BIODIVERSITY FRAMEWORK**



## Climate Action At Scale

Enduring Earth's portfolio is inherently climate resilient because PFPs secure long-term finance and governance for some of the world's most important carbon stores.

PFPs now span peatlands, tropical forests, grasslands, and blue-carbon seascapes that are already experiencing climate impacts yet remain critical to global mitigation and adaptation.

- In Canada, PFPs in the Omuşkego region of northern Ontario and the Northwest Territories collectively safeguard about 45.5 gigatons of stored carbon in vast peatlands and wetlands.
- In the Brazilian Amazon, the ARPA Comunidades PFP is designed to build social and economic resilience, supporting more than 60 sustainable-use protected areas and roughly 130 community organizations that are strengthening local governance while keeping forests standing.
- In the Great Bear Sea, the PFP model supports the restoration of eelgrass and salt marsh that sequester roughly 17,666 tonnes of carbon dioxide equivalent per year and help First Nations plan for shifting fisheries and coastal risks.

As climate risks intensify, these investments give countries and communities room to adapt, allowing resources to shift toward community energy solutions, livelihood diversification, and adaptive management, without undermining long-term conservation and carbon outcomes that are essential to achieving the 2030 goals.



## Global Biodiversity Framework 2030 Targets



### Advancing 30x30

PFPs are making a measurable contribution to the 30x30 target. Based on current commitments and future initiatives, by 2030, the current PFP portfolio has the potential to account for an estimated 10.7% of the total 15.3 billion hectares of lands and water that countries have committed to protect under Target 3.



### Securing Durable Finance

Enduring Earth supported PFPs have secured U.S. \$1.7 billion in sustainable finance since December 2020, with approximately U.S.\$4 billion expected to be secured by 2030, using blended public, private, and philanthropic capital, in support of Target 19 of the Global Biodiversity Framework. These contributions are designed to be catalytic, anchoring long-term protection that can unlock additional domestic and private investment over time.



### Inclusive and Equitable Decision Making

PFPs expand livelihood opportunities and resilience for communities. More than 150 Indigenous and local partners, governments, and funders across 20 countries - Belize, Bolivia, Botswana, Brazil, Canada, Eastern Tropical Pacific (Colombia, Costa Rica, Ecuador, Panama), Micronesia (Federated States of Micronesia, Guam, Marshall Islands, Northern Mariana Islands, Palau), Gabon, Guatemala, Kenya, Mexico, Mongolia, Namibia.

## Resilient Communities

- In the Qikiqtani region, SINAA engages the 13 Inuit communities in blue-economy and conservation activities and expands the Nauttqsuqtiit Inuit steward program, which supports Inuit-led research, monitoring, Inuit Knowledge, and community services.
- ARPA Comunidades provides access to electricity and connectivity, finances equipment and facilities for protected-area management, is expected to generate U.S.\$95 million to \$132 million in annual socio-bioeconomy revenue, provides new electricity and connectivity for about 77,000 people, and supports low-cost technologies that improve water and food security.
- The Great Bear Sea PFP is projected to create more than 3,000 permanent jobs and over 200 new businesses in 20 years, support 32,000 training days and 400 post-secondary students, and invest in community infrastructure, language and cultural programs, and expanded Guardian networks.
- Our Land for the Future aims to support 593 jobs, sustain 44 Guardian programs, and catalyze at least 20 Indigenous-owned conservation-economy initiatives and three green-economy and renewable-energy initiatives.
- Eternal Mongolia is expected to improve livelihoods for about 24,000 herder households through sustainable herding, community-driven projects, and new tourism infrastructure and training centers.

Across our portfolio, PFPs are securing globally significant landscapes and seascapes, ensuring effective management of these protected and conserved areas, creating jobs and supporting new Indigenous and community enterprises, and establishing permanent financing mechanisms that will outlast any single government or budget cycle. By combining large-scale, long-term, results-based finance with true partnership with rights holders, Enduring Earth is demonstrating that PFPs are a transformational tool for delivering equitable climate and nature outcomes by 2030 and beyond.

# Durable Conservation

By the end of 2025, local leadership from governments, Indigenous peoples, communities, partners, and funders had worked with Enduring Earth to launch 6 PFP initiatives in Brazil, Canada, Colombia, and Mongolia, securing U.S. \$1.7 billion in sustainable finance.

With 18 PFPs in development or implementation across 20 countries and nations, governments and communities are positioned to deliver a significant share of national 30x30 targets while advancing climate resilience and sustainable development.



ARPA Comunidades PFP, Brazil: Announced at the U.N. climate conference in Belém, this PFP, led by the government of Brazil, WWF, FUNBIO and local partners, will conserve 26.7 million hectares of the Amazon, including protection for 3 million hectares of newly designated lands and freshwater ecosystems, and support for around 130 community organizations that help safeguard territorial rights, improve access to public policies and services, identify opportunities for environmentally friendly livelihoods, strengthen local food security, support women and youth, and improve communities' resilience to the impacts of climate change.



SINAA PFP, Qikiqtani, Canada: Led by the Qikiqtani Inuit Association (QIA) with the government of Canada and philanthropic allies, SINAA establishes new and enhanced environmental protections and Inuit governance across 79.6 million hectares of Qikiqtani lands and waters, an area larger than the country of Türkiye, advancing QIA's regional conservation and Inuit development vision.



Our Land for the Future PFP, Canada: Signed by 21 Indigenous governments, the government of Canada, the government of the Northwest Territories, and philanthropic partners, this Indigenous-led initiative conserves 37.9 million hectares, an area larger than Japan, and secures U.S.\$274 million to advance conservation, stewardship, and sustainable economic development.



Great Bear Sea PFP, Canada: Led by 17 First Nations with the governments of Canada and British Columbia, this PFP establishes protections for 10.2 million hectares or 30% of the Great Bear Sea, through a network of marine protected areas. By weaving Indigenous knowledge and science, partners aim to safeguard 84 at-risk species while improving management. The agreement leverages long-term funding for conservation, community-led economic development, and Indigenous stewardship programs.



Eternal Mongolia PFP, Mongolia: Through a partnership among the government of Mongolia, The Nature Conservancy, local herding communities, and others, Eternal Mongolia secures U.S.\$198 million to protect 14.4 million hectares of critical ecosystems, strengthen management across 48 million hectares of protected areas, and extend sustainable practices to 34 million hectares of community-managed lands.



Herencia Colombia PFP, Colombia: The government of Colombia and community, public, and private partners created HECO, securing U.S.\$245 million to protect 32.9 million hectares of land and sea, with investments in climate resilience, community forestry, tourism, and restoration led by Indigenous peoples, rural communities, women's organizations, and youth. HECO helped Colombia meet its goal to conserve 30% of its ocean by 2030 and contributes to a regional PFP network that protects about 13.3% of the entire Amazon rainforest.

Since launching Enduring Earth in December 2020, 210 million hectares of lands and waters have been durably conserved and financed in locally led PFPs. Looking forward to 2030, our regional approach will accelerate PFP initiatives in critical biodiversity hotspots: the Andes, Amazon, and Selva Maya rainforests; the transboundary Kavango-Zambezi landscape; and the rich marine waters of the Eastern Tropical Pacific, the Mesoamerican Reef, and Micronesia. PFP initiatives across these regions will reinforce that conservation works best when local stewards lead with the secured resources that are needed to deliver success.

PFPs conserve some of the planet's most important ecosystems.

- Eternal Mongolia extends community-based natural resource management across up to 34 million hectares of high-biodiversity grasslands, forests, wetlands, and rivers.
- In the Northwest Territories, Our Land for the Future supports conservation across 38 ecoregions, including vast boreal forests, tundra, free-flowing rivers, and two of the world's largest lakes.
- 90% of the Qikiqtani waters are considered ecologically or biologically significant and provide habitat for roughly 75% of the global narwhal population, 62% of belugas, 90% of bowhead whales, and 80% of polar bears in Canada.
- ARPA Comunidades strengthens local monitoring and governance in Brazilian Amazon sustainable-use protected areas, improving biodiversity data, resource-use management, and landscape integrity.



**November 2025**  
ARPA Comunidades PFP, Brazil



**February 2025**  
SINAA PFP, Qikiqtani, Canada



**November 2024**  
Our Land for the Future,  
Northwest Territories PFP, Canada



**June 2024**  
Great Bear Sea PFP, Canada



**April 2024**  
Eternal Mongolia PFP, Mongolia



**June 2022**  
Herencia Colombia PFP, Colombia



# Five Years of Building Lasting Protection for Nature and People

**2025 Reflection from Zdenka Piskulich, Managing Director, Enduring Earth**

Enduring Earth is more than a partnership; it is a movement to secure the future of our planet's most vital ecosystems, for nature and for people. As Managing Director, I am proud to share how, in 2025, our collective efforts brought us closer to a world where long-term conservation and sustainable development are treated as essential, not optional.

December 2025 marked five years since Enduring Earth began. In that time, local partners have launched six PFP initiatives in Brazil, Canada, Colombia, and Mongolia, with additional projects underway across more than a dozen countries, including our first in Africa. These six PFPs have nearly tripled the area protected by permanence models in a quarter of the time and established a roadmap for scalable, community-led conservation and sustainable development, showing how a bold idea can grow into a global platform for durable conservation.

Reflecting on this first five-year phase, our work is grounded in a simple insight: conservation and sustainable development must be durable and built in partnership. Short funding cycles, voluntary pledges, and shifting political winds can erase hard-won gains, so the PFP model is designed to break that cycle by treating nature and sustainable development with the seriousness of major infrastructure. It embeds durability into the rules of public finance and development policy so that protections can endure across governments and generations, engaging all stewards of the environment. None of this progress would be possible without local leadership, the commitment of government partners, and the trust and vision of our philanthropic and public funders.

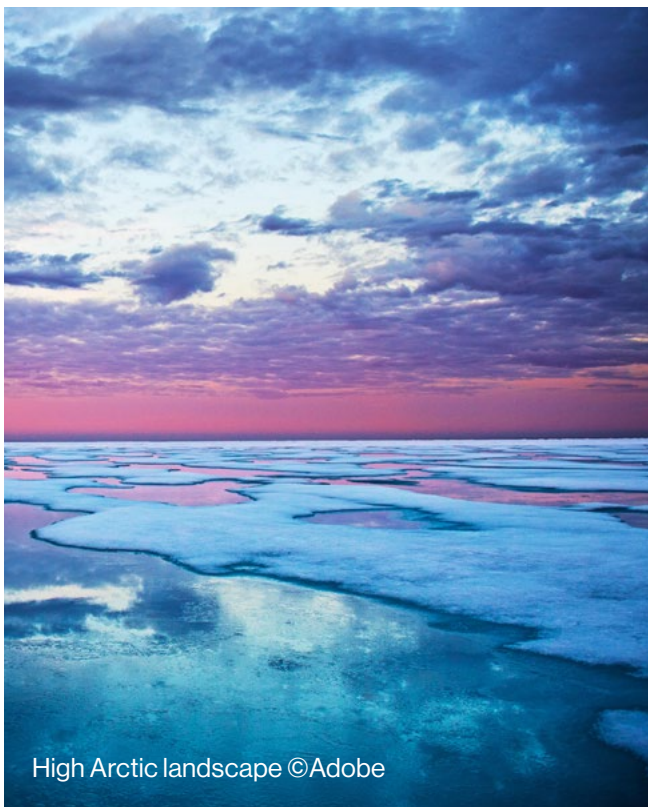
The global PFP community is powered by Indigenous peoples and community representatives working with government agencies and local partners to shape country-led visions for durable conservation that can be scaled and replicated. Today, we collaborate with more than 150 local partners, honoring local context and complexity while advancing ecological integrity and community well-being, supported by catalytic partners such as the Bezos Earth Fund, the Global Environment Facility, the Gordon and Betty Moore Foundation, the Green Climate Fund, Margaret A. Cargill Philanthropies, the Wyss Foundation, and others who help demonstrate the impact of durable finance combined with local leadership.



Cleaning a fish in port ©Adobe

Looking ahead, our next five years center on an ambitious goal: to help protect 1 billion hectares of lands and waters by 2030 through durable, well-financed, community-driven conservation. Each new PFP shows that permanence is possible when we design for it from the beginning and empower those with deep connections to these places to lead. We also know this work is demanding and that success depends on learning together, which is why peer learning, shared tools, and practical resources are now core to the PFP community's operations.

As Enduring Earth enters its next chapter, I remain confident that our shared commitment to local stewardship, partnership, durable finance, and peer learning will continue to turn vision into lasting protection for lands and waters worldwide. The stories and lessons in this impact report capture both the progress we have made and the insights that will guide our next phase of work.



High Arctic landscape ©Adobe



Four Qikiqtani elders review a map and discuss areas in need of protection in the Qikiqtani region in the spring of 2024 during a meeting in Iqaluit, Nunavut.  
© Gloria Uluqsi / Qikiqtani Inuit Association

# A Conservation Area Led by Inuit, for Inuit

The SINAA PFP Agreement was signed on February 27, 2025, by the Qikiqtani Inuit Association (QIA), the Government of Canada, the Aajuraq Conservation Fund Society, and The Pew Charitable Trusts, on behalf of private donors and Enduring Earth. In the Inuit language of Inuktitut, SINAA means the floe edge - where the land and ice meets the open water. This name was selected by Qikiqtani Inuit as it describes the important and historical interaction Inuit have between their lands and waters.

Following the funding allocation of CAD \$200 million from the Government of Canada for SINAA, which will further unlock CAD \$70 million in donor private donor funding, an official closing ceremony and launch of SINAA was hosted by QIA in Iqaluit, Nunavut in November 2025. QIA was joined by Canada's Secretary of State for Nature, donors, partners, Inuit community members, and representatives from the Nauttiqsuqtiit (Inuit guardians) program. SINAA is one of the world's largest Indigenous-led marine conservation and community development initiatives, and the tenth PFP globally.

The Qikiqtani region of Nunavut spans roughly 10% of Canada's lands and seas and includes more than 1,500 islands and a network of polynyas - open water areas surrounded by sea ice. With nearly 90% of its waters recognized as biologically significant, it is one of the most biodiverse regions in the Arctic. Its rich coastal and marine ecosystems provide critical habitat for iconic species, including beluga, bowhead whale, migratory birds, and ringed seal - all of which support the culture, economy, and health of Qikiqtani Inuit. The region is also home to caribou, the world's largest subpopulation of polar bears, and the vast majority of the planet's narwhals.

The SINAA initiative is designed to support Qikiqtani Inuit led stewardship and governance of its 1,000,000 km<sup>2</sup> of Arctic waters and critical habitat and is grounded in Inuit governance principles (Inuit Qaujimagatuqangit). Over the estimated 10-year PFP transition period, the PFP aims to establish permanent conservation for 12.26% of Canada's oceans, which represents a substantial commitment to protecting 30% of Canada's marine environment by 2030. The SINAA Conservation Plan, which was developed by QIA in consultation with the 13 Qikiqtani Inuit communities, outlines clear milestones for new marine conservation and improved conservation of existing marine areas.

The expansion of Inuit conservation leadership through Nauttiqsuqtiit (Inuit stewards) programs in Qikiqtani communities will be supported through SINAA. Inuit stewards in the Nauttiqsuqtiit program actively monitor marine resources and harvest food for the well-being of their communities. SINAA will support close to 100 positions for new Nauttiqsuqtiit staff, and will provide infrastructure, equipment, and training for Inuit-led research, environmental monitoring, and community support activities. The SINAA agreement will also support Qikiqtani Inuit-led governance, empowering communities to implement conservation efforts that incorporate local and regional perspectives.



**“Our people have been conservationists living here in our area for thousands of years. Inuit knowledge is part of the SINAA agreement, and our people understand how important it is for us to have a conservation area led by Inuit, for Inuit. SINAA will increase protection of our ocean and land and will create employment opportunities.”**

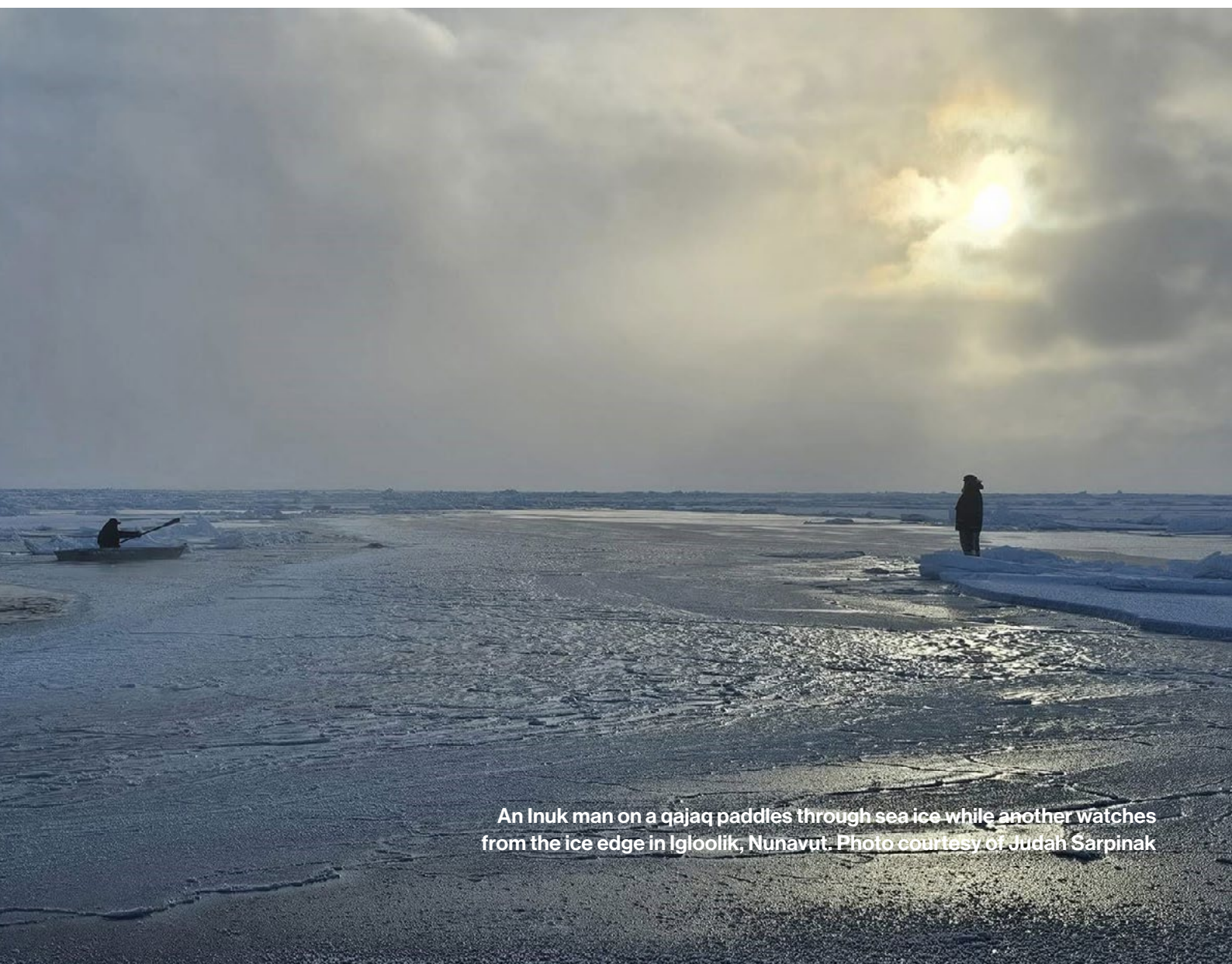
**Olayuk Akesuk, the President of the Qikiqtani Inuit Association**

SINAA's clear and ambitious vision catalyzed the support of philanthropic funders, who together pledged CAD \$70 million. Funding partners include Pew, Bezos Earth Fund, the Gordon and Betty Moore Foundation, ZOMA LAB, the Sitka Foundation, the Echo Foundation, Becht Foundation, Vere Initiatives, and the McLean Foundation.

The SINAA initiative required the creation of a new conservation trust fund, the Aajuraq Conservation Fund Society, which was registered in December 2024. Aajuraq held its first Board meeting in July 2025 in Iqaluit and began the important work of operationalizing the CTF. Pew is providing the support of an organizational development consultant to assist SINAA's Board with initial formation and policy development. The board has hired a Canadian consulting firm to function as the interim Secretariat while it develops and adopts key operational policies and begins the search for a CEO.

In December 2025, several of the Aajuraq Board members participated in a Pew-hosted Investment Management Workshop in Edmonton, Alberta to build understanding of investment management best practices. With participation from trust fund directors from Our Land for the Future and Coast Funds, the Aajuraq Board members also had the opportunity to share lessons learned and hear from other PFP leaders in Canada.

The SINAA PFP resulted in many valuable lessons, from how to engage 13 very remote communities in conservation planning to how to advance a complex PFP with multiple simultaneous negotiations. Three lessons are highlighted here. First, a year before closing, QIA, the Government of Canada and Pew signed an Agreement in Principle, which included 46 closing conditions and outlined clearly and early the targeted outcomes. The AIP guided the PFP negotiations. Second, since SINAA required the creation of a new conservation trust fund, which takes time and requires expertise, it was key to build the fund creation into the overall PFP planning period. Third, recognizing the scale of the initiative, QIA built into its implementation plan the time needed to revamp its staffing to effectively implement the PFP, which is why funding was not planned for disbursement in year one.



An Inuk man on a qajaq paddles through sea ice while another watches from the ice edge in Igloolik, Nunavut. Photo courtesy of Judah Sarpinak



Arctic sunset near Pond Inlet, Canada © Exclusive Aerials/Adobe

# Building on Two Decades of Impact

ARPA Comunidades PFP will benefit more than 130,000 people and reduce deforestation pressure in 60 sustainable-use protected areas spanning 23.7 million hectares.

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“ARPA Communities is here to innovate the governance model of our territories. It brings the possibility of a sustainable development model that guarantees access to land and a better quality of life for its people. From the moment communities play a leadership role - participating in decision making and implementation - we will create stronger, more transparent, and active governance. I have no doubt that ARPA Communities will be a transformative instrument that will strengthen sustainable extractive production, valuing our traditions, and contributing to the preservation of our Amazon rainforest.”

”

Julio Barbosa, president of the National Council of Extractivist Populations

Rogério Barros, young extractive leader and son of Raimundão Barros, at the Chico Mendes extractive reserve. Resex, Acre  
© Christian Braga / WWF-Brazil

The Amazon is one of Earth's greatest natural treasures. It shelters one in every 10 known species, from dazzling birds to towering rainforest giants. But it's more than a biodiversity hot spot; the Brazilian Amazon stores vast amounts of carbon, helping to stabilize the planet's climate. It's also home to more than 40 million people, whose cultures, traditions, and daily lives are deeply tied to the forest's bounty.

On November 17, 2025, the government of Brazil and a partnership of community, public, and private partners expanded their commitment to conserving the Amazon with the launch of a new initiative - ARPA Comunidades (ARPA Communities).

Over 15 years, ARPA Comunidades will benefit more than 130,000 people and reduce deforestation pressure in 60 sustainable-use protected areas spanning 23.7 million hectares, an area twice the size of Ohio. The launch of this major community-centered nature finance initiative cements local leadership, sustainable livelihoods, and broad partnerships as essential to the durable protection of the Amazon and its role in the planet's health.

ARPA Comunidades builds on two decades of impact through the Amazon Region Protected Areas (ARPA) program - the world's largest tropical forest conservation initiative - which has created over 27 million hectares and improved the management of 120 Brazilian protected areas, resulting in an estimated 104 million tons of CO<sub>2</sub> emissions avoided. ARPA Comunidades will support the creation of 3 million hectares of new protected areas, improving biodiversity conservation and reducing deforestation in this critical global ecosystem while strengthening natural resource management in ARPA's existing sustainable-use areas. ARPA Comunidades is supported by a U.S.\$120 million, 15-year donor sinking fund managed by FUNBIO.

To achieve the program's ambitious outcomes, ARPA Comunidades will support around 130 community organizations that focus on helping individuals safeguard their territorial rights, improving access to public policies and services, identifying opportunities for environmentally friendly livelihoods, strengthening local food security, supporting women and youth, and improving communities' resilience to the impacts of climate change.

A Brazilian study explored the link between poverty reduction and deforestation in the Amazon region and found that for every 100 people taken out of poverty, the rainforest avoided close to 25 hectares of deforestation during an eight-year period. For vulnerable populations facing food insecurity and limited access to economic opportunities, illegal activities linked to deforestation may be a last resort.

The key innovation in ARPA Comunidades addresses economic vulnerability using the concept of socio-bioeconomy, which refers to community-led, sustainable economic development activities, like nut, fruit pulp and honey production, handicrafts, fishing, and tourism. ARPA Comunidades will support communities in generating diversified incomes and creating opportunities for future generations to protect the rainforest in the face of encroaching threats.

These activities in ARPA protected areas have the potential to generate U.S.\$95–132 million in annual revenue that can directly benefit over 130,000 people living in these areas, with the potential to lift 100,000 people out of poverty.



Collecting a bowl of Açaí, Ilha Marajó, Amazon, Brasil ©Adobe

ARPA Comunidades will also accelerate the implementation of public programs that aim to expand energy access in the Amazon and provide training on renewable energy system operation and maintenance, so communities aren't reliant on distant partners for technical support. Communities will gain access to the electrical grid, renewable energy, and internet services, benefitting 77,000 people living in protected areas supported by ARPA. This will replace costly and polluting diesel generators with clean, local renewable sources like solar, hydro, biomass, and wind, and provide reliable electricity to underserved communities, enhancing livelihoods and enabling durable development.

ARPA Comunidades is building a future in which community prosperity and nature protection sustain a living Amazon. It demonstrates that community leadership and forest-friendly livelihoods are essential for long-term conservation success. It establishes a conservation model for the Amazon and beyond that establishes resilient systems of protected areas while providing economic opportunities for local communities.



Box with native Canudo bees for honey production in a meliponary in the São Francisco community, Pará, Brazil © WWF/Tatiana Cardeal

“ \_\_\_\_\_ ”

“Traditional peoples and communities, with their ways of life and knowledge passed down through generations, are essential to addressing climate change. ARPA Communities seeks to strengthen their organizations, support the management of their territories, generate sustainable income for extractive populations based on socio-bioeconomy chains, and expand access to energy and connectivity to boost their ventures. This joint effort by the Brazilian government and partners demonstrates that cooperation, solidarity, and co-design are effective paths to public policies that value those who protect our ecosystems.”

Marina Silva, Brazilian Minister of Environment and Climate Change



Marina Silva, Brazilian Minister of Environment and Climate Change, speaking at the ARPA Comunidades launch event at COP30. Belem, Brazil © Nay Jinkns / WWF-Brazil



Western Mongolia, goats around a yurt © Katiekk

# Guardians of the Steppe

## Eternal Mongolia: a Lifeline for Nature and Culture

Mongolia's grand landscapes hold an abundance of natural beauty - rolling hills that rise like waves, rugged mountains dark against the horizon, and sand dunes that abut open prairies. These ecosystems have endured for millennia but today, their future stands at a tipping point. Mongolia is a place where the impacts of climate change and habitat loss hit hard, where centuries of nomadic herding traditions intersect with the country's desire to grow and modernise. The challenge is clear: Balancing economic opportunity, cultural heritage, and ecological survival.

In response, the Government of Mongolia partnered with The Nature Conservancy to develop Eternal Mongolia, a PFP agreement that closed in April 2024, committing U.S.\$198 million to conservation over 15 years. Donor funding is managed by the Mongolian Nature's Legacy Foundation (MNLFF), a newly established conservation trust fund created under the PFP, with a broader mandate to mobilize financing for Mongolia's conservation priorities. Nearly two years into implementation, Eternal Mongolia is laying a solid foundation for future success. The initiative aims to protect the country's landscapes while honoring generations of traditional knowledge and supporting sustainable livelihoods. Its vision is sweeping: Safeguard an additional 14 million hectares of pristine grasslands, forests, deserts, wetlands, and rivers; enhance management of 48 million hectares of national protected areas; and promote climate-resilient practices across 34 million hectares of community-managed lands.

**This is not just conservation - it is a lifeline for ecosystems and culture alike.**

“

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**“The PFP approach enables us to move beyond short-term projects and address systemic conservation challenges through long-term vision, planning, and financing that strengthen policies and institutions over time. In the first year of the Eternal Mongolia PFP, we have built strong institutional and governance foundations for the long-term success of both the trust fund and the PFP, while initiating critical reforms together with our partners.”**

**Nomindari Enkhtur, CEO, Mongolian Nature’s Legacy Foundation**

Since its launch, Eternal Mongolia has moved quickly, directly supporting progress toward Mongolia’s national goal of protecting 30% of its territory. The Mongolian Nature’s Legacy Foundation is now fully operational, with core policies established, active Board oversight and grant portfolio, and the first grants issued in a significant step toward sustainable conservation financing. In the program’s first year, a comprehensive assessment of 4.8 million hectares of local protected areas evaluated their potential for upgrading. 17 areas, covering 2.4 million hectares, have already received local government endorsement.

Through Eternal Mongolia funding, the program has also delivered a review of all 41 Protected Area administrations, examining management plans, annual reports, and financial records. This produced Mongolia’s first national integrated database of protected areas, and a baseline framework to improve their effectiveness – the first step to consistent systems of shared knowledge and standards that will shape Mongolia’s conservation future. Meanwhile, a landmark Memorandum of Understanding with the Ministry of Finance integrated results-based budgeting into the national public finance system, linking budget allocations to measurable conservation outcomes and long-term impact.

The first grants from the Mongolian Nature’s Legacy Foundation are now delivering impacts. Among the early beneficiaries is Khomiin Taliin Takhi, a non-government organization safeguarding Mongolia’s iconic takhi, or Przewalski’s horse. Once believed to be extinct in the wild, the takhi is the world’s last true wild horse and a powerful symbol of resilience on the steppe. These horses have only survived thanks to decades of dedicated conservation and reintroduction efforts, led by organisations such as Khomiin Taliin Takhi. Today’s growing populations underscore the importance of long-term protection and the critical role local communities play in safeguarding this iconic species. Through Eternal Mongolia funding, Khomiin Taliin Takhi is able to expand its work and impact.



In Khövsgöl Province, Mongolia, Narantuya Tseren milks her family’s dairy cows. © TNC/Matthieu Paley

For centuries, nomadic herders have lived in harmony with Mongolia's ecosystems, moving with the seasons, tending their livestock, and honoring traditions passed down through generations. But today, human impacts and desertification threaten this ecosystem and the balance that sustained generations is unraveling. Overgrazing, development, and climate change are stripping the land bare, leaving livestock and wildlife with little to eat and irreparably harming biodiversity. About three-quarters of Mongolia's grasslands have been overgrazed, their health worsened by climate change. Winters have become increasingly severe and in 2024 alone, 8.1 million animals perished, unable to burrow through deep snow to reach the grass beneath.



Ch. Altansukh, a Mongolian herder from the Bayanzurkh soum of Khuvsgol province, was “born into herding” in 1960 and has maintained his family’s herding traditions throughout his life © TNC

**“Every valley had water when I was young, If we don’t interact properly with nature, big changes could come in 10 or 20 years. When I was young, our soum was alive with water, forests, and animals. But year after year, the rivers dried, trees were cut down, and wildlife became rare. That’s when we realized, we herders must stand for nature and the environment. We are the guardians.”**

**Ch. Altansukh, herder from Bayanzurkh soum in Khuvsgol province**

Altansukh joined one of the trainings supported through Eternal Mongolia, where herding communities learned about pasture management, nature conservation, and the impacts of climate change. For him, these lessons are not abstract, but urgent - if land is lost, so is the herders’ very way of life.

The story of Mongolia's grasslands is a story of resilience. Altansukh captures the essence of Eternal Mongolia - that conservation is not just a government mandate or an international goal but a shared responsibility, rooted in culture and community. Eternal Mongolia offers hope, but it is a race against time, as climate change accelerates and economic pressures mount. For herders like Altansukh, the stakes are deeply personal. Their livelihoods, identities, and futures are tied to the land. Protecting Mongolia's ecosystems is about sustaining life and creating a future where nature and culture thrive together.

Eternal Mongolia is not just about policies and hectares. It is about people, especially the herders for whom land and life are inseparable. Among them is Ch. Altansukh, a herder from Bayanzurkh soum in Khuvsgol province. Born into herding in 1960, Altansukh has maintained his family's traditions for decades. He has witnessed the steppe's transformation firsthand. Ch. Altansukh, a Mongolian herder from the Bayanzurkh soum of Khuvsgol province, was “born into herding” in 1960 and has maintained his family's herding traditions throughout his life. Altansukh is part of the herding community supporting and leveraging the work of Eternal Mongolia, which aims to support sustainable livelihoods alongside large-scale protection.




Summer pasture in Mongolia © Nurmukhamed Battur

## Lessons From Early Implementation

Early implementation of Eternal Mongolia has already revealed the importance of building broad public understanding of conservation outcomes, especially when policy or legislative change is required. Strengthening support for protected areas among everyday Mongolians helps create the conditions for government action and long-term political commitment. To that end, three targeted campaigns are now underway, some focused on raising awareness among the general public, and others designed to more directly reach and inform key decision-makers. Together, these efforts aim to ensure that future steps in policy, planning, and protected area expansion are supported by a well-informed and engaged society.

Another key lesson is the value of strong transitional support for both government partners and the conservation trust fund as the PFP model takes effect. Eternal Mongolia introduces new roles, mechanisms, and shared responsibilities across institutions - shifts that require time, capacity, and guidance to fully take hold. Early-stage capability and institutional strengthening are essential to building confidence, alignment, and effective collaboration. Investing in this support during early implementation establishes the foundation for a durable, resilient system capable of delivering the project's long-term conservation goals.

A large herd of Mongolian sheep and goats is grazing in a mountainous pasture in western Mongolia, Bayan Olgii province. The scene is set in a rugged, mountainous landscape with steep, brownish hills and a cloudy sky. The foreground is filled with a dense herd of sheep and goats, some with dark wool and some with lighter, brownish wool. The background shows a vast, open landscape with more mountains and a small, colorful tent or structure in the distance.

Mongolian sheep and goats are grazing in the pasture in western Mongolia, Bayan Olgii province © Wirestock



Mapping for Water Monitoring and Place. Names L-R: Joseph Rabaska, John Tobac, Derek Shae and Joel Lafferty © Jordan Melograna

# Collaboration, Leadership and Investment: Transforming Communities in the North

Northwest Territories: Our Land for the Future PFP

The Northwest Territories: Our Land for the Future (OLF) PFP Agreement was signed in November 2024 by 21 Indigenous Governments, the Government of Canada, the Government of the Northwest Territories, and private donors led by The Pew Charitable Trusts on behalf of Enduring Earth. Building on the Northwest Territories' strong tradition of collaboration, the OLF PFP Agreement reached a new level of breadth and scale of cooperative action. The initiative attracted philanthropic partners across Canada, including the Metcalf Foundation, The McLean Foundation, and the Sitka Foundation, as well as international supporters such as the Waltons Trust, Bezos Earth Fund, Ducks Unlimited, Inc, the Wyss Foundation, and ZOMA LAB.

Guided by a shared vision of healthy lands, waters, and communities, the OLF PFP is an Indigenous-led initiative that aims to protect lands and waters across the Northwest Territories, preserve biodiversity, support thriving cultures, build community capacity, and contribute to healthy and equitable economies. This includes prioritizing Indigenous values and laws as guiding principles for economic development. Support for Indigenous Guardians - trained experts who manage lands and waters on behalf of their Nations - is also central to achieving these objectives. All activities and outcomes achieved under the OLF PFP are intended to be supported and sustained over the long term.

Immediately after signing the agreement in December 2024, OLF partners constituted the governance bodies by appointing all required representatives and establishing an interim Secretariat, supported by the Indigenous Leadership Initiative (ILI). As an Indigenous-led organization with deep roots in the North, ILI had served as convener of the OLF PFP negotiations over a two-year period and was uniquely positioned to facilitate the intensive PFP development process and its early implementation.

The Our Land for the Future Trust was established to oversee the PFP implementation and is guided by several bodies that support shared decision making, accountability, and responsible management of funds. The Partners Table brings together all parties to the agreement - Indigenous governments and organizations, territorial and federal governments, and philanthropic partners. It provides a forum for collective oversight towards the purpose and vision of the OLF PFP. The Partners Table holds key responsibilities, including appointing an independent financial auditor, approving key administrative and financial policies, and approving the OLF annual operating plan and budget.

The Governance Committee, composed of five Directors appointed by the Indigenous partners, is responsible for funding decisions and disbursements to Indigenous partners, in accordance with approved plans and agreed-upon priorities. The Financial Committee, comprised of the five Indigenous partner-appointed Directors and two Directors appointed by the donor partners, handles investment management responsibilities and financial oversight. Together, these structures support transparent decision making, Indigenous leadership, and long term stewardship of Trust funds.



K'ahsho Got'ine Hunters on a winter hunt camp in Ts'udé Niljné Tuyeta, 2022 ©Pat Kane

By March 2025, important groundwork had been completed on critical oversight structures - fund management policies and key operating and administrative policies, fund managers, and accounts - meeting the conditions that enabled Canada's parliament to pass an appropriations bill to flow the public funds. In June the appropriations bill passed, and in July, the Trust signed a grant agreement with the Government of Canada, thereby formally facilitating the transfer of CAD \$300 million in federal funding to the Trust's contribution accounts. Grant agreements totaling CAD \$75 million with private donor partners were also signed.

With financial contributions into the newly established OLF Trust arriving halfway through the year, 2025 was the Trust's first - partial - year of operations. As such, the focus of the work was ensuring that initial core governance and disbursement systems were in place to support the first round of funding to OLF's Indigenous partners, and to lay the groundwork for future years.

In September, Dahti Tsetso became the Trust's CEO. Tsetso has played a central leadership role during the development of the OLF initiative, building trust and consensus among the many Indigenous Nations involved, and will carry this valuable knowledge of how the agreement was reached to the ongoing implementation phase. In her new role, Tsetso has begun initiating the transition towards a formally established Secretariat, including plans for staff recruitment and office set-up in 2026.

In September, the OLF Partners Table also approved several key operational policies, including a Statement of Investment Policy and a Disbursement Policy, which establish the conditions under which funds will flow to Indigenous partners to support Core Activities outlined in the OLF PFP Agreement.

To support the first disbursement cycle, in the fall the Trust led a relationship-based exercise with all Indigenous partners, which resulted in a streamlined process to submit proposals for support from the Trust. This exercise contributed to a successful process for the first disbursement cycle; in December, the Governance Committee made their first funding decisions for projects in 2026 and 2027. The Trust also initiated work to develop an Indigenous-led comprehensive monitoring and evaluation framework, including retaining a service provider to support those efforts.



Deho (Mackenzie River) Water Monitoring L-R: John Tobac, Derek Shae, Joel Lafferty, Tanya Ball (Kaska visitor) © Jordan Melograna



Top left photo: KG Guardians Twyla Edgi-Masuzumi and John Tobac at Airport Creek © Jordan Melograna; Top right photo: Overhead view of the camp at Turnitli Tue in Ts'udé Niljné Tuyeta Indigenous and Territorial Protected Area Harvest Camp © Pat Kane; Bottom photo: At the 2022 Harvest Camp cabins in Ts'udé Niljné Tuyeta at Turnitli Tue; working with Youth L-R: KG Elder Jon Cotchilly, John Tobac, KG Youth Robert Gully Jr., Elder Wilfred Jackson, Lawrence Caesar © Pat Kane

By October 2025, with the support of an investment consultant the Trust retained to advise the Directors, Secretariat and partners on developing the Statement of Investment Policy and on recruiting experienced investment managers, the Trust selected two investment managers. In December, members of the OLF Trust participated in a Pew-hosted Investment Management Workshop to build understanding of best practices in investment management and engage in knowledge and skill-sharing with their counterparts from the SINAA and Great Bear Sea PFPs. Contributing to the success of the Trust's first operating year was the essential interim Secretariat role supported by ILI, coupled with the early advancement of private funding through Pew to support early implementation efforts. Without having both the human and financial capacity needs met, these early implementation milestones could not have been achieved.

A key learning from the OLF PFP Agreement and the first year of the Trust's operations is the need to provide the space and time required to design and implement appropriate governance structures and processes that uphold the Indigenous-led nature of Canada's PFPs. Canada's colonial history, combined with the complex and diverse jurisdictional context in the Northwest Territories, necessitated a high degree of flexibility and willingness to learn on the part of donor partners. Ultimately, the governance arrangements reflected in the OLF PFP Agreement and operationalized through the Trust provide a strong basis for an effective long-term partnership based on mutual respect and collaboration.

A recent decision by the Tłı̨chǫ Government marks a major milestone for this initiative. The Tłı̨chǫ declared three new protected areas on Tłı̨chǫ private lands under Tłı̨chǫ law, spanning 22,565 km<sup>2</sup>: Tłı̨chǫ Naowoo K'e Det'ahot'ıı, Gowhaehdǫǫ Yek'e Aet'ıı, K'e, and Tits'aadıı Nadee K'e Wexoedıı. These designations constitute a major contribution to Canada's target of protecting 30% of lands by 2030 and make substantial progress toward the NWT: Our Land for the Future milestones.

The work supported by the Trust builds on a strong foundation of Indigenous-led conservation and stewardship in the Northwest Territories, including existing conservation and management zones as well as protected areas established under Indigenous, federal, and territorial laws such as Thaidene Nënë, Edézhı́e, and Ts'udé Niljné Tuyeta. Designed through shared decision making, and reflecting the northern focus on consensus and collaboration, it involves more Indigenous Governments than any similar conservation initiative in the world.

**“We are proud to take care of the land at the same time as we explore opportunities like Tłı̨chǫ Minerals and the Arctic Economic Corridor. As Tłı̨chǫ we are strong like two people - we are leaders in economic development and in protecting our language, culture, and way of life. We are grateful to all our partners, including the Our Land for the Future Trust, for helping catalyze these new designations, honouring self-determination, and recognizing the balance of conservation and development.”**

**Grand Chief Jackson Lafferty of the Tłı̨chǫ Government**

**“When you work together in the right way, incredible things happen. All partners worked hard to build consensus and unite around supporting Indigenous leadership on the land. This spirit of collaboration enabled us to go from vision to implementation in a little over a year. Now we get to see these investments help to transform communities across the north.”**

**Dahti Tsetso, CEO, Our Land for the Future Trust**

**Northern Lights over the Harvest Camp © Pat Kane**





# Indigenous Marine Stewardship

## Great Bear Sea PFP, Canada

Following its launch in 2024, partners of the Great Bear Sea PFP have accelerated action towards long-term conservation commitments. Across the region, partners such as Gitga'a't First Nation, Gitxaala Nation, and the Haida Nation advanced the designation of new protected areas in their traditional territories, laying the groundwork for on-the-water management and stewardship. These early designations reflect how implementation is unfolding through First Nation's leadership, place-based action, combined with collaborative governance and planning with Federal and Provincial government partners.

Humpback whale in Knight Inlet, Vancouver Island, BC, Canada © Gunter

Following its launch in 2024, partners of the Great Bear Sea PFP have accelerated action towards long-term conservation commitments.

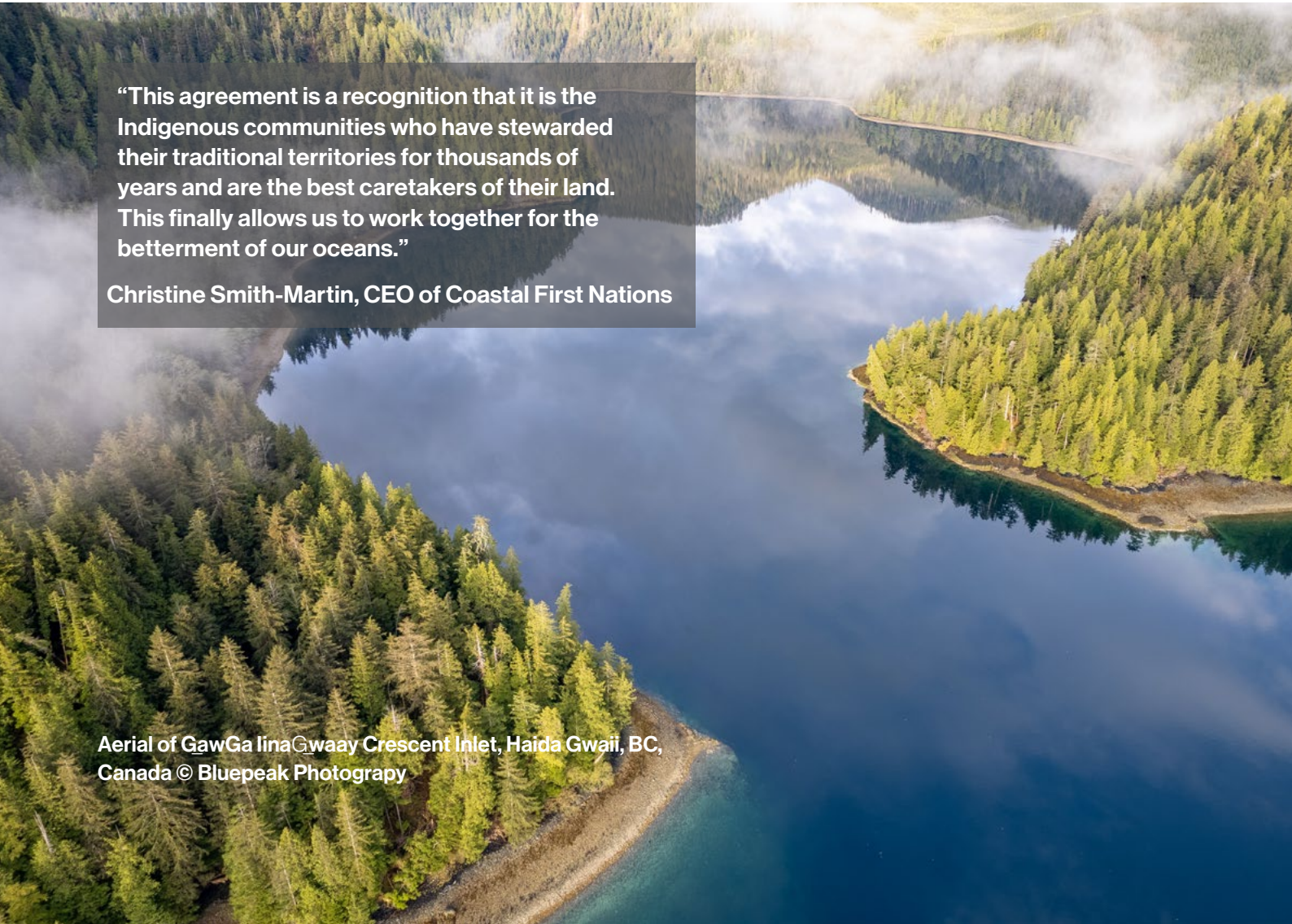
Across the region, partners such as Gitga'at First Nation, Gitxaala Nation, and the Haida Nation advanced the designation of new protected areas in their traditional territories, laying the groundwork for on-the-water management and stewardship. These early designations reflect how implementation is unfolding through First Nation's leadership, place-based action, combined with collaborative governance and planning with Federal and Provincial government partners.

The Great Bear Sea PFP formalized a long-standing vision shared by 17 First Nations, the Government of Canada, and the Province of British Columbia, with support from nonprofit partners including Nature United, the Canadian affiliate of The Nature Conservancy. The agreement applies to a marine region spanning two-thirds of British Columbia's coastline, from northern Vancouver Island to the Alaska border, and established a co-governed model for long-term conservation and financing.

Through the PFP, CAD \$335 million is being mobilized to support stewardship, management, and Marine Protected Area implementation. This financing is expected to leverage approximately CAD \$750 million over 20 years to conserve and improve ocean management across 25 million acres of ocean, or 30 percent of the Great Bear Sea.

In parallel with site designations, partners focused in 2025 on building the systems needed to support durable implementation of the larger Great Bear Sea Network of Marine Protected Areas. This included activating collaborative governance bodies established through the PFP and related agreements, advancing monitoring frameworks that integrate ecological, cultural, social, and governance indicators, and embedding Guardian and stewardship programs into monitoring and management processes.

Together, these efforts represent foundational work. They ensure that as protections expand, they are backed by the effective governance, stewardship capacity, and information systems needed to support adaptive management and long-term conservation outcomes at scale.

An aerial photograph of a coastal area in Haida Gwaii, BC, Canada. The image shows a dense forest of evergreen trees along a coastline that curves into a bay. The water is calm and reflects the sky and the surrounding forest. A layer of mist or low clouds hangs over the water and the forest, creating a serene and somewhat ethereal atmosphere. The lighting suggests it might be early morning or late afternoon, with soft light filtering through the trees and the mist.

**“This agreement is a recognition that it is the Indigenous communities who have stewarded their traditional territories for thousands of years and are the best caretakers of their land. This finally allows us to work together for the betterment of our oceans.”**

**Christine Smith-Martin, CEO of Coastal First Nations**

**Aerial of GawGa linaGwaay Crescent Inlet, Haida Gwaii, BC, Canada © Bluepeak Photography**

In July 2025, Gitga'at First Nation and Gitxaala Nation, in partnership with the Province of British Columbia, established a new 3500 acre Wildlife Management Area covering critical ecosystems in the Kishkosh and Kitkiata inlets on the north coast of the Great Bear Sea. The waterways shelter pristine river systems, extensive estuaries, tidal flats and shorelines, as well as the at-risk seabirds and salmon that rely on them. The area also includes sites of ecological and cultural importance and supports food security for coastal communities. The area includes key food harvesting locations and sacred cultural sites that sustain the Gitga'at Nation. It will be stewarded by Gitga'at Guardian Watchmen, who already maintain a presence in the inlets and conduct patrols, monitoring, and safeguarding activities. The protected area will be co-developed and co-managed by the Nations and the Province of B.C., and a management plan is being developed to balance conservation objectives with appropriate use.

In October 2025, the Haida Nation formally announced the establishment of two marine refuges on Haida Gwaii — Gaw Káahlii (Masset Inlet) and Xaana Káahlii (Skidegate Inlet). Together, these refuges cover approximately 29.6 square kilometres of ocean and will be co-managed by the Council of the Haida Nation and Fisheries and Oceans Canada. The refuges protect key habitat for salmon, herring, seabirds, harbor seals, and other species, while contributing to local food security and cultural continuity. These designations build on nearly two decades of Haida-led marine planning and form part of the broader Great Bear Sea Marine Protected Area Network.

Also in October 2025, the Gitxaala Nation and the Government of Canada announced the establishment of the Banks Marine Refuge west of Lax k'naga Sts'ool (Banks Island) within Nl'uu't'iksgm Laxyuubm Gitxaala, Gitxaala territory on British Columbia's north coast. The refuge protects ecologically rich waters that include coral and sponge communities, kelp forests, and eelgrass beds that support marine species such as ts'mhoon (rockfish). It was co-developed under the Gitxaala Nation Marine Protected Area Agreement, a governance agreement between Gitxaala Nation, Canada, and British Columbia that guides the collaborative establishment and management of marine protected areas. It is co-governed by Gitxaala Nation and Fisheries and Oceans Canada and adds 435.83 square kilometres of protected ocean area toward the regional Network of Marine Protected Areas.

To safeguard these culturally important and sensitive ecosystems, the Banks Marine Refuge prohibits all commercial and recreational prawn and crab trap fisheries, in addition to existing fishing closures for rockfish conservation. The designation reflects Gitxaala Adaawx, Ayaawx, and Gugwilx'ya'ansk (laws and practices), alongside Canada's legal framework for marine ecosystem protection. The Banks Marine Refuge demonstrates how collaboration between First Nations and Canada can translate Indigenous stewardship priorities into durable, place-based marine protection.

**“Indigenous Nations are holistic people. Going forward, the relevant Nations will negotiate the status of individual Marine Protected Areas along the coast. The Nations will have a say on what goes and what doesn't go on in these areas.”**

**Merv Child, executive director of N\_anwak\_olas Council**

The first phase of PFP implementation across the Great Bear Sea offers several early lessons for large-scale, Indigenous-led marine conservation efforts.

- Coordination across multiple initiatives and agreements is necessary to move from commitment to implementation. Progress depended on alignment across the PFP, the MPA Network Agreement, and the Nation-to-Nation governance agreements, with no single instrument or initiative operating independently.
- Stewardship capacity is essential to translating governance decisions into on-the-water action. First Nations' stewardship and Guardian programs function as a practical link between governance, monitoring, and implementation by integrating local knowledge and on-the-water presence into management processes.
- Implementation progresses most effectively when governance, monitoring, stewardship, and financing advance together. Moving these systems forward in parallel supports readiness for adaptive management, rather than sequencing them in isolation.
- A staged implementation pathway enables progress without requiring uniform timelines or outcomes. Marine Protected Area sites are advancing at different paces based on governance and planning readiness, allowing progress to be tracked while accounting for site-specific context.

# Sustaining the Economy and the Environment

Herencia Colombia PFP

Oscar Raigozo, Local farmer and PNN Chingaza team member Buffer zone PNN Chingaza, Cundinamarca, Colombia © Filmico Colombia/WWF-US

From the soaring peaks of the Andes to the rich green depths of the Amazon, Colombia is home to some of the most biodiverse places on Earth. Indigenous peoples, Afro-Colombian communities, and local stewards have cared for these ecosystems for generations.

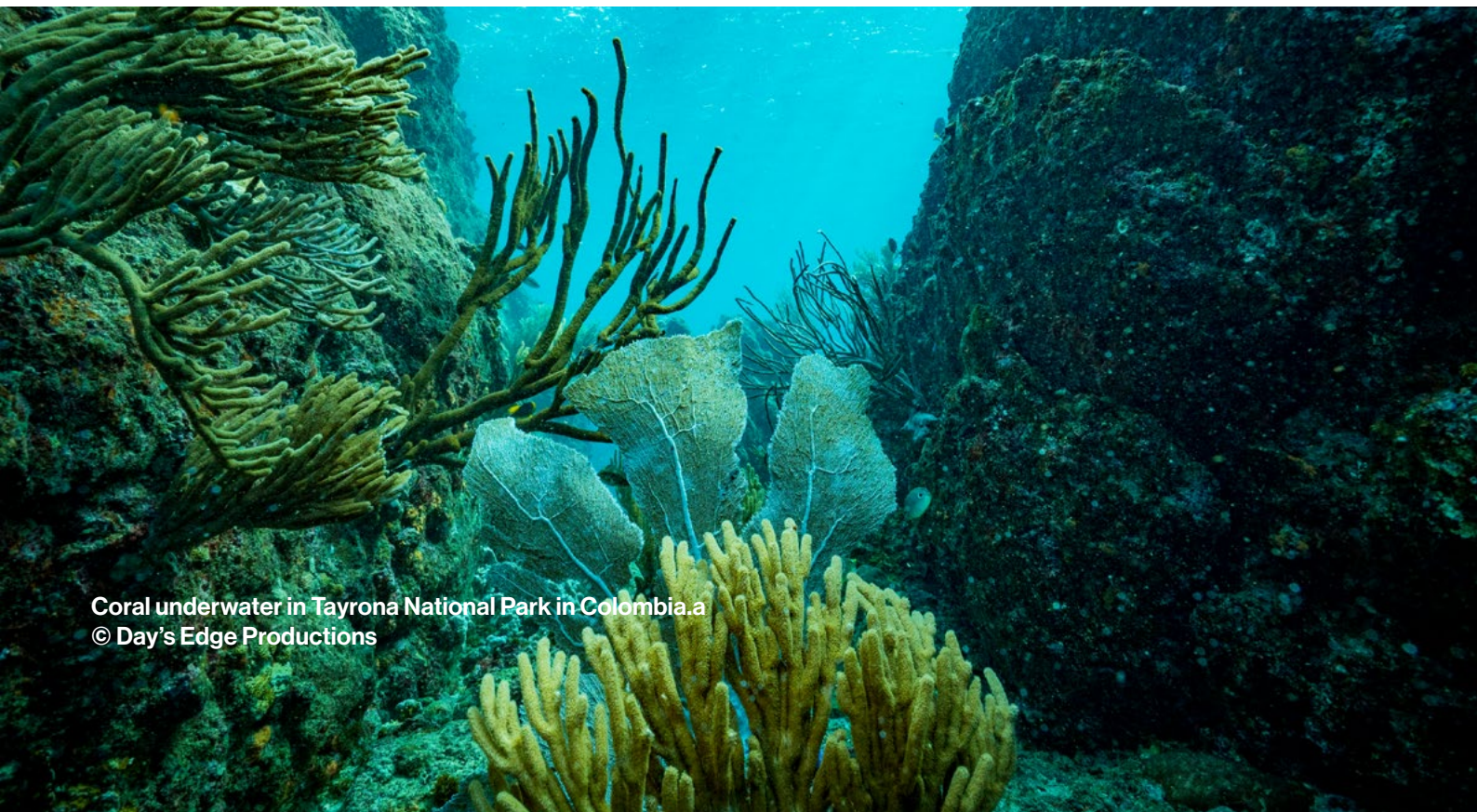
Launched in June 2022 by Colombia's government, WWF, and a broad spectrum of public and private partners, Herencia Colombia (Heritage Colombia, or HECO) carries that legacy forward. HECO aims to secure the effective and lasting conservation of nearly 32 million hectares (ha) of terrestrial and marine areas across more than 100 existing, new, and expanded protected areas and corridors, including at least 3 million ha of new terrestrial areas and 15 to 17 million ha of new marine protected areas.

Through collaboration between the government, local communities, and other in-country partners, HECO is creating, expanding, and improving the management of protected areas; establishing wildlife corridors; and fostering sustainable agricultural practices and green businesses that sustain the economy and environment. Since 2022, the government has brought more than 1.4 million ha of terrestrial areas and 17.8 million ha of marine areas under new protection under HECO, and 2025 saw continued strengthening of HECO's work on protected areas.

HECO enhanced the National Natural Parks System of Colombia's (PNNC) surveillance and monitoring capacity in 2025, leading targeted trainings and supporting the agency in substantially advancing strategic program components under the National System of Protected Areas. Research and monitoring programs that follow PNNC institutional guidelines are under development at Malpelo Flora and Fauna Sanctuary - a 4.8 million ha no-take zone - through the implementation of its management plan approved in June 2024.

PNNC also advanced and strengthened management plans for new terrestrial and marine areas designated under HECO. In Serranía de Manacacías National Park, PNNC engaged more than 120 community members to complete the park's management plan and aligned the park's Emergency and Contingency Plan with Colombia's risk management law. The plan addresses wildfire mitigation, conservation of hydrological and biodiversity processes, and community agreements that support early response and the protection of key species. And HECO's management plan for the 3.3 million ha Cordillera Beata was formally approved, establishing a clear zoning framework to balance strict conservation, scientific research, and controlled use.

With HECO's support, PNNC prioritized 42,265 ha for restoration, reduced fire hotspots from 332 to 11, and strengthened Indigenous collaboration through new agreements and projects like the Guajira Biocultural Connection. The Connection aims to integrate Wayuu culture with conservation and sustainable development through housing, ethical tourism, renewable energy, and cultural preservation to address climate and mining impacts.



Coral underwater in Tayrona National Park in Colombia.  
© Day's Edge Productions

HECO has also faced challenges in 2025 that required adaptive management. Changes in leadership in the Ministry of Environment underscore the evolving governance context in which HECO operates: the Minister of Environment was replaced twice between February and August and the Vice Minister of Policies and Normalization was replaced in October. In July, the HECO leader stepped down, and PNNC appointed an interim lead, pending a permanent decision by the steering committee.

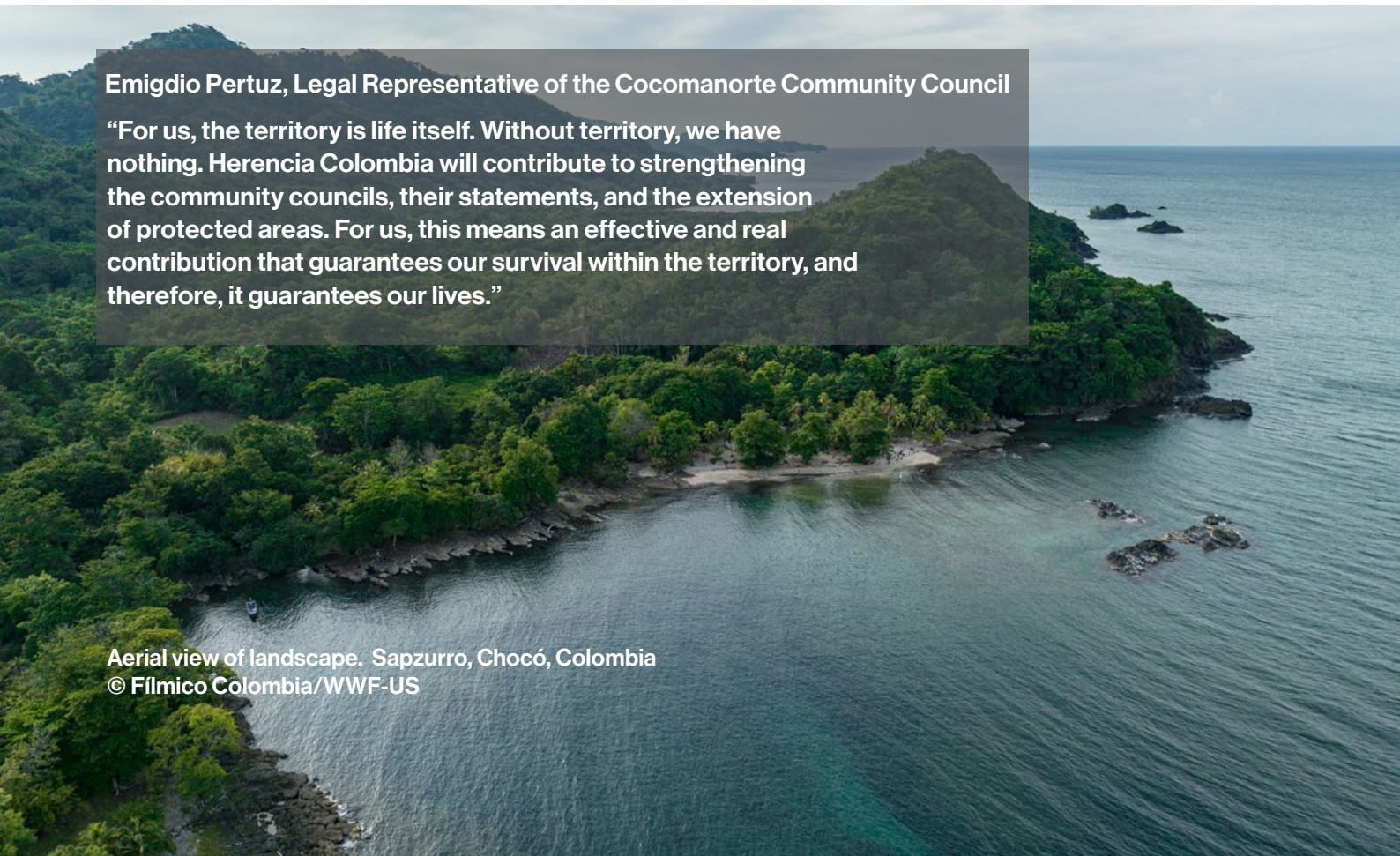
And while the government contributed more than U.S.\$13 million to HECO from 2022 to 2025, the flow of carbon tax funds to HECO activities - a key disbursement condition - has been delayed. The Government has now created the Fund for Life and Biodiversity (Fondo para la Vida y la Biodiversidad) or FVB, to disburse the carbon tax funds through a grant-based funding mechanism rather than a direct allocation. This grant application process has proved lengthy, and PNNC is in regular contact with FVB to help secure approval of the HECO grant application.

These broader challenges presented significant bottlenecks to program implementation, including the HECO Green Climate Fund (GCF) Project, a major contributor to HECO's terrestrial component. Due to the shortfall of government co-financing to the HECO GCF Project, WWF-US - per its contractual obligations with the GCF - notified the GCF of a potential Major Change event and suspended project funding in October 2025.

Based on discussions with the key project partners and donors, including the GCF, the project is expected to be restructured in the latter half of 2026 or early 2027, following the elections in Colombia.

In the interim, efforts are underway to establish and solidify enabling conditions for effective implementation of the GCF project in the next phase and define the key elements to be included in the upcoming GCF restructuring. WWF has secured other interim funding to ensure continuity of essential operations of the project and key conservation activities through March 2026. HECO's marine activities are unaffected by the restructuring and remain on track. While public sector capacity and cash flow constraints are real challenges, HECO's program structure remains sound. PNNC continues to show strong institutional commitment, and the government continues to fund and maintain protected areas.

2025 has underscored that communication, contingency planning, and nimbleness are essential to navigating policy shifts and political transitions. PFPs often unlock transformational policy reforms and foster enduring collaboration and impact. However, long-term implementation depends on sustained commitment across political administrations and institutions, and transitions require strategic planning to ensure program continuity and long-term success.



**Emigdio Pertuz, Legal Representative of the Cocomanorte Community Council**

**“For us, the territory is life itself. Without territory, we have nothing. Herencia Colombia will contribute to strengthening the community councils, their statements, and the extension of protected areas. For us, this means an effective and real contribution that guarantees our survival within the territory, and therefore, it guarantees our lives.”**

Aerial view of landscape. Sapzurro, Chocó, Colombia  
© Filmico Colombia/WWF-US

# Artisanal Fishing Loan Pilot

The pilot is a test case for concessional development finance as part of the Resilient Bold Belize PFP initiative. It is proving the concept for aligning marine conservation with community resilience.



A fisher throws a cast net. North Stann Creek river mouth. Dangriga.  
Stann Creek District, Belize © WWF-US / Jaime Rojo

Across Central America, small-scale fishers form the backbone of coastal economies. In Belize, the fisheries sector plays a strong economic role, supporting more than 2,500 fishers directly and around 15,000 people indirectly and generating nearly U.S.\$20 million in wild capture fisheries of spiny lobster and queen conch, the country's main fish exports. Despite national strides in financial inclusion, access remains limited for small-scale fishers, who can get caught in a cycle of economic vulnerability and resource decline. Traditional commercial banks or credit unions rarely offer tailored financial products and are constrained by rigid loan requirements, lack of collateral, and risk perceptions that exclude informal livelihoods. Many fishers, then, are forced to rely on outdated equipment, operate in unsustainable ways, or turn to informal lenders charging exorbitant interest rates. Likewise, conventional conservation projects in the region often focus narrowly on marine protection without embedding financial incentives that directly address fishers' day-to-day realities, which can create tension between communities and regulators, undermining trust and compliance.

Belize's Artisanal Fishing Loan Program (AFLP) is rewriting that story. Co-designed with fishers as part of the developing Resilient Bold Belize PFP initiative and implemented by a unique alliance of finance, conservation, and government partners, the AFLP blends tailored financial services with capacity building in financial literacy and key fisheries management innovations. It is more than a loan program; it is a test case for concessional development finance as part of a PFP initiative and it is proving the concept for aligning marine conservation with community resilience—delivered through channels that fishers trust and in ways that respect their culture and time.

The AFLP shows how fishers are natural partners in conservation with the right support, making sustainability a built-in condition for access to finance through an integrated, highly adaptive model, and offering lessons for similar efforts:

**Human-Centered Co-Design:** The pilot program was shaped through direct input from 35 fishers across multiple coastal communities, ensuring that every element - from loan terms to repayment channels to communications methods - was tested and adapted to real-world contexts before launch.

**Sector-Specific Product Design:** While traditional loans often require fixed monthly payments, AFLP loans are structured to match fishing seasons, catch variability, and common investment needs (e.g., gear upgrades, vessel maintenance). This flexibility decreases the financial pressure on fishers to engage in illegal fishing for cashflow, enabling them to meet loan obligations and concentrate on the sustainability measures included as part of Belize's fisheries regulations.

**Stewardship-Linked Eligibility:** Unlike regional conservation programs that mainly rely on regulation and enforcement, the AFLP ties access to finance directly to compliance with fisheries regulations and participation in stewardship activities. This shifts the focus of conservation from penalties to shared benefits, increasing voluntary compliance.

**Innovative Outreach and Training:** The AFLP's boat-to-boat training model meets fishers where they are - literally at sea - delivering hands-on learning through interactive learning games, storytelling, and financial coaching. This approach overcomes the accessibility barriers that can limit fisher participation.

**Cross-Sector Governance:** The AFLP brings together the Government of Belize, through the Blue Bond and Finance Permanence Unit and the Fisheries Department; finance institutions, through Belize's Development Finance Corporation; conservation NGOs, such as World Wildlife Fund and Belize Audubon Society; and fishers associations, in a partnership with shared accountability. This unique joining of forces and skills has increased trust, enabled broad reach, and is also influencing future funding debates.



Raul T. Avila, a member of the Wabafu fishers association, with a recently caught Goliath Grouper. Dangriga. Stann Creek District, Belize © WWF-US / Jaime Rojo

**Catalyst for Financial Inclusion:** The Development Finance Corporation's participation in the AFLP has led to changes in internal processes, risk assessment, and product lines - creating institutional capacity to serve informal livelihoods, a benefit that will extend beyond fisheries.

By combining these elements, the AFLP goes beyond supporting fishers and protecting reefs; it demonstrates that well-designed financial products can be powerful conservation tools, and that marine stewardship can be a bankable asset - setting a precedent for other countries in the region and testing the approach as part of a PFP initiative.

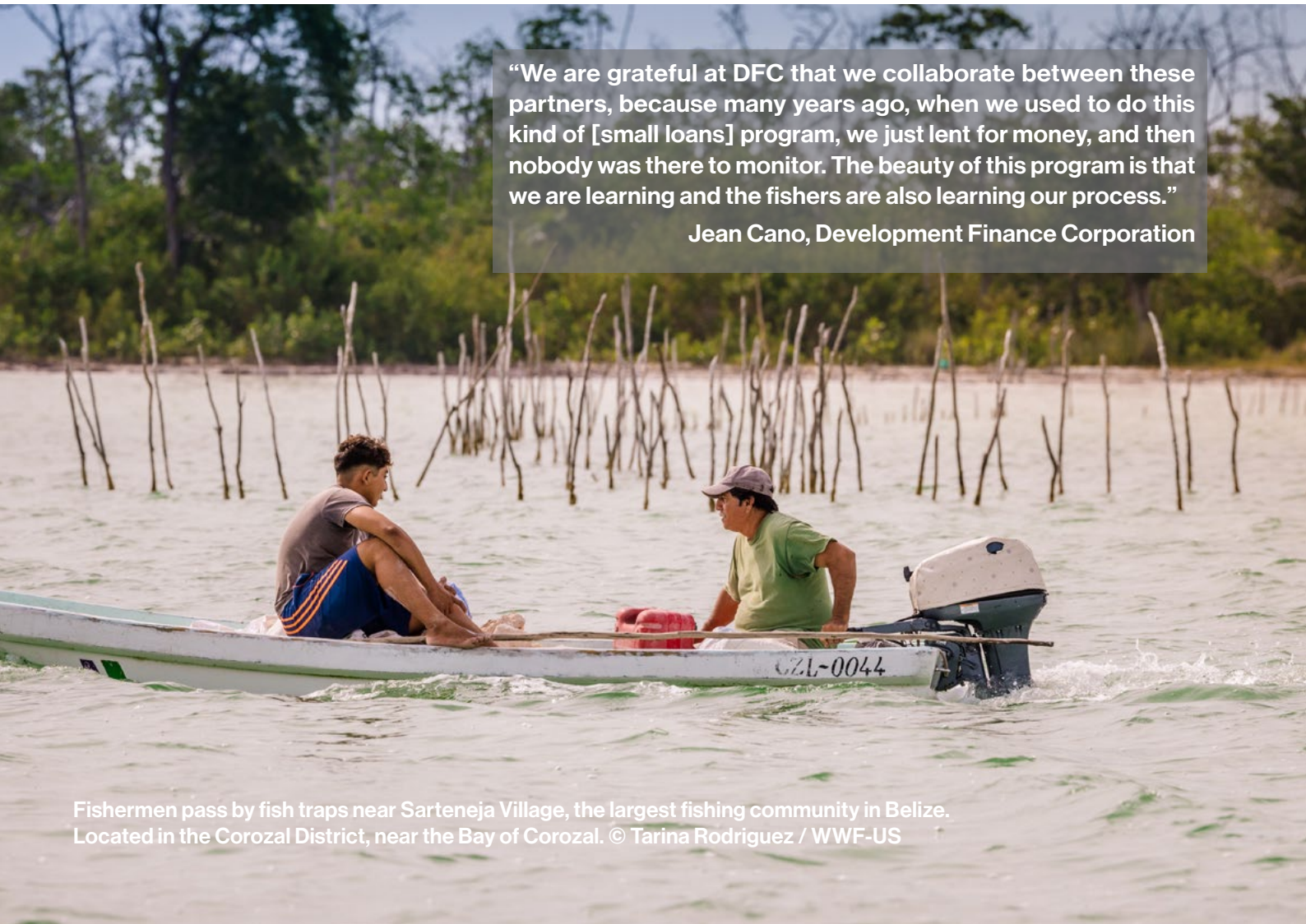
From its launch in February 2024 to the pilot close in October 2025, the AFLP delivered tangible results:

**Rapid uptake and strong demand:** More than 430 loans were issued to fishers across Belize, totaling U.S.\$1.4 million in new capital for the sector. Applications consistently outpaced projections, signaling both unmet financial need and strong trust in the program.

**Behavioral shifts toward sustainable fishing:** Over 200 fishers participated in boat-to-boat stewardship and financial management trainings and piloting a mobile based electronic catch logbook - an essential step toward data-driven fisheries management. Early monitoring shows increased self-reporting of catch data and stronger compliance with closed seasons.

**Informing the Resilient Bold Belize conservation plan:** One of the pillars of the Resilient Bold Belize conservation plan is focused on livelihoods and stewardship. This pillar aims to address livelihood impacts from new marine protected areas, improved management, and stronger enforcement of fisheries regulations. Fisher priorities from the AFLP co-design process have informed the development of the pillar. Furthermore, the stewardship training and boat-to-boat engagement model developed for AFLP are expected to be expanded through the conservation plan.

These achievements are not just outputs; they are early signals of systemic change. The AFLP is proving that when finance, regulation, and community stewardship are designed to work together, conservation and livelihoods can reinforce each other instead of competing for attention and resources.

A photograph showing two men in a small motorboat on a body of water. The boat is white with a blue outboard motor and has the number '02L-0044' on its side. The man in the front is wearing a grey t-shirt and blue shorts, while the man in the back is wearing a green t-shirt and a cap. They are surrounded by numerous vertical wooden posts (fish traps) extending from the water. The background shows a line of trees under a clear sky.

“We are grateful at DFC that we collaborate between these partners, because many years ago, when we used to do this kind of [small loans] program, we just lent for money, and then nobody was there to monitor. The beauty of this program is that we are learning and the fishers are also learning our process.”

Jean Cano, Development Finance Corporation

# Working in Partnership

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In 2025, PFPs advanced community-led, large-scale conservation efforts, involving more than 150 partners across 20 countries and nations. These partnerships ground efforts in the local context, aligning ecological integrity with community priorities. Through structured long-term finance and governance, local leaders worked to protect vast areas of lands and waters through an approach that is increasingly setting the standard for durable conservation finance. Building on this foundation, the global PFP community is prioritizing local leadership to drive further impact.

Each PFP brings together 20-30 local partners, including Indigenous peoples, communities, governments, funders, and the private sector, to co-design agreements and align conservation and community development outcomes. These networks enable shared decision making from the start and evolve to advance implementation. To further expand the PFP model, Enduring Earth and partners invest in institutional capacity and peer learning. Working alongside organizations such as FUNBIO Brasil and networks including the Network of Latin American and Caribbean Environmental Funds (RedLAC) and Consortium of African Funds for the Environment (CAFÉ), we share innovative conservation finance approaches and document lessons for scaling impact. National environmental funds and conservation trust fund networks demonstrate that local implementation thrives with robust, country-based support, a central feature of the PFP model.

As other conservation organizations with long-term ecosystem presence explore the use of PFPs, Enduring Earth is working with them to assess the design and launch these initiatives at scale by sharing expertise and resources openly, further strengthening collective impact. These efforts help position PFPs as essential tools for authentic, community-led conservation finance.

Beyond conservation NGOs, Enduring Earth operates within a broader partner ecosystem to advance biodiversity and climate goals for 2030. This includes working with public funds, such as the Global Environment Facility and Green Climate Fund for country-led PFPs, while incorporating design and governance leadership from Indigenous and local groups. Through this collaborative approach, partners help integrate finance standards and PFP results into national plans, including Nationally Determined Contributions and biodiversity strategies, advancing global conservation and development objectives.

Financial institutions and investors interested in nature-positive portfolios play a key role in enabling system-level change. By integrating PFP approaches into forest, ocean, and climate projects, these stakeholders can help normalize PFPs as a standard for large-scale, long-term conservation finance, driving progress toward conserving up to 1 billion hectares and helping countries meet 2030 biodiversity and climate goals. As we look to 2030, this heightened engagement also sets the stage for deeper collaborative learning and progress, including through global implementation exchanges.

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# Looking Ahead: Policy, People, and Permanence

**Sue Urahn, CEO board chair of Enduring Earth,  
president and chief executive officer of The Pew Charitable Trusts**

Stepping into the role of CEO board chair of the Enduring Earth partnership, I am inspired by how far we have come, optimistic about our positive impact in the years ahead, and energized by the impact we can achieve next. Building on a strong and evidence-backed proof of concept, our focus now is on scaling PFPs to secure durable conservation, strengthen local leadership, and unlock sustainable development at scale, advancing prosperity for people and the planet.

Over the next few years, we will concentrate our efforts in regions where coordinated action with local stewards can deliver outsize benefits. Across these landscapes and seascapes, Enduring Earth will work with governments, Indigenous peoples, and communities to co-design PFPs that reflect their priorities, linking long-term finance with stronger governance, locally led decision-making, and economic opportunities that drive inclusive, sustainable growth. That focus is already taking shape in a growing portfolio of initiatives co-designed with local partners using the PFP approach.

Realizing this vision will require us to deepen and diversify engagement with the public and private sectors. We will work with governments, communities, philanthropic organizations, and financial institutions to

co-design PFPs, mobilize blended finance, and advance policies that embed conservation investments into national budgets and sustain long-term benefits for both nature and communities. Through collaboration with local partners and global networks, we will align PFPs with countries' national priorities and international commitments while strengthening the ecosystem of conservation trust funds that sustain this work over time.

Enduring Earth also plays an important role in elevating durable conservation as a critical solution to help countries meet global 2030 biodiversity and sustainable development goals and targets. Together with partners, we will keep demonstrating, with data and community experience, that investing in locally led, long-term conservation is one of the most hopeful and impactful choices the world can make. This builds on Pew's long tradition of bringing rigorous evidence and community voices together to advance effective public policy that produces long-lasting, powerful, and positive change. Together, we are testing new ideas, sharing lessons, and challenging ourselves to do better for people and the planet.

I am excited and honored to take on this position as CEO board chair, and energized for the work ahead as we build from early successes toward a truly enduring legacy.



## Acknowledgements

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