



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.

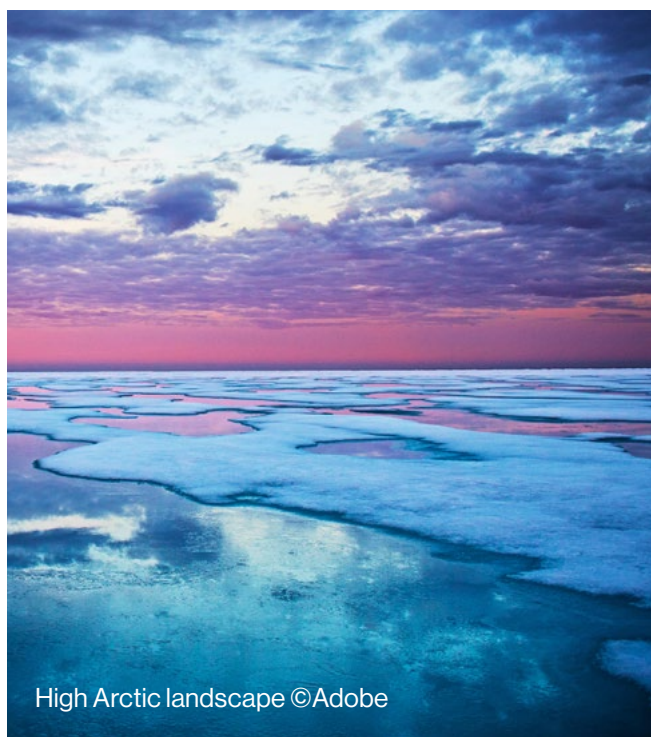
December 2025 marked five years since Enduring Earth began. In that time, local partners have launched six PFP initiatives in Brazil, Canada, Colombia, and Mongolia, with additional projects underway across more than a dozen countries, including our first in Africa. These six PFPs have nearly tripled 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



High Arctic landscape ©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.