



ampliseed

AMPLISEED ANNUAL REPORT

2023: What did we learn?



Foundation

BHP

Foundation

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the past, present and future generations of Traditional Owners, Indigenous Peoples and Local Communities across all the lands, waters and oceans in which we live, work and enjoy.

CONTENTS

2023 Highlights	03
What is Ampliseed?	05
Who is Ampliseed - Project Teams	06
Where We Work	08
FY23 Activities, Findings and Key Insights	09
Network Strategy	10
Leadership and Advocacy	10
Future Focus	11
Network Activities	12
Collecting and Sharing Information	12
Embedding Learning and Amplifying Insights	14
Building a Connected Community of Practice	15
Concluding Remarks	18
Appendices	19
Appendix 1: How Ampliseed Works	20
Appendix 2: Key Performance Indicators FY2022-23	21
Appendix 3: Member Survey Results	24
Appendix 4: Ampliseed Exchange Report	27
Appendix 5: COP15 Delegation Report	31



2023 HIGHLIGHTS



SCALING & SYSTEMS CHANGE

- We brought together external experts and shared project experiences from across different BHP Foundation programs to dive into scaling for systems change, and collated the lessons learned to produce a report in English and Spanish that has been circulated widely beyond the Projects.



ADVOCACY STRATEGY

- We introduced a new advocacy strategy, which included sharing an Indigenous climate leaders interview and article series, and other promotional activities which were amplified through our newly introduced bilingual public website and social media channels.
- Ampliseed supported members to participate in the Biodiversity Conference COP15 in Montreal, with representatives from every Project team coming together to build connections between our local work and the international negotiations to set up Global Biodiversity Framework. Our side event “Culture First: How does support and funding that puts culture at the front of conservation activities create enduring resilient ecosystems?” was very well-received and covered in the media.



IN-PERSON EXCHANGE

- Hosted by the Indigenous Desert Alliance, our exchange gathered four Project teams together at Uluru in the heart of Australia for the 2022 Indigenous Desert Alliance (IDA) Conference, followed by several days travelling through the lands of the Pitjantjatjara, Luritja and Arrernte, immersed in cultural landscapes. The focus of the exchange was Indigenous leadership, strengthening networks, and scaling community led conservation.



Dessert rain © Pollination Foundation



FY23 IN NUMBERS

1125

New visitors to the external website (launched in September '22)

145

Active users of the private member portal (16% increase on previous year)

48

Weekly member newsletters (with double the industry average open rate)

20

Member showcase & learning insight articles in English & Spanish

8

Working Group sessions

5

Indigenous climate leader interviews & articles (new this year)

5

Podcast episodes (new this year)

3

Training sessions on Scaling & Systems Change

3

Multi-project global presentations

1

Member-led project strategy share (our first!)

1

Scaling & Systems Change report in English & Spanish

1550

Member visits during our social photo share event (most popular internal event)

WHAT IS AMPLISEED?

Together, we learn, share and amplify.

Ampliseed is a global learning and leadership network that connects conservation practitioners who take a rights-based, people-centred approach to achieve enduring conservation outcomes, to share and amplify ideas for environmental resilience.

Over the past four years Pollination Foundation and BHP Foundation Environmental Resilience Program (ER Program) have partnered to deliver this dynamic insight exchange, and Ampliseed continues to connect amazing people – the local leaders delivering world class landscape-scale projects in diverse locations around the world. Pollination Foundation’s role as the host of Ampliseed has been to design the process and framework, and to curate a suite of activities for members. The underlying concept is that by connecting the seven project teams of the ER Program, all delivering landscape scale initiatives and working on complex social change, the network can grow a culture of learning and the strength of leadership required to achieve a climate resilient, nature positive future. A cornerstone belief is that “alone, we only get so far: through sharing insights and learning together, we can become extraordinary.”

Ampliseed’s activities are themed around three pillars: sharing information, amplifying learning and weaving a connected community of practice. Once again, we delivered a diverse program full of quality activities in FY23 through these streams of work, and as always we find it hard to collectively decide how much to include in our learning report – there are so many gems of information, but we know how overwhelmed our readers are and how little time we have to read long reports.

For this reason, we have focused on sharing our key activities and findings, and moved the detail to the appendices – suitable for those who are interesting in replicating activities, or would like a deeper understanding of outcomes and impacts. Further information about how Ampliseed operates is in [Appendix 1](#).



Lamas landscape, Rainforest Alliance © Giuseppe Cipriani



WHO IS AMPLISEED - PROJECT TEAMS



INDIGENOUS DESERT ALLIANCE

10 Deserts Project is sustaining the largest Indigenous-led connected conservation network on Earth that aims to keep Australia's arid lands healthy for the benefit of the entire world.



NATURE UNITED

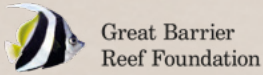
Forest Conservation in the Boreal is working with First Nations in the Canadian boreal to help build a socially, economically and environmentally resilient future for Indigenous communities and for nature.



CONSERVATION INTERNATIONAL

Alto Mayo Project is supporting Awajun indigenous communities and migrant farmers become effective stewards of the landscape's natural resources.





GREAT BARRIER REEF FOUNDATION

Resilient Reefs Initiative is piloting work with five World Heritage sites around the world, to build the resilience of coral reefs and the communities that depend on them.



©Joel Johnson



© Nature-United



FUNDACIÓN TIERRA AUSTRAL

Chile Conservation Corridor is demonstrating a new model for conservation in Chile by using Chile's new private lands protection tool, the *Derecho Real de Conservación*, that will help achieve conservation goals within a corridor of Chile-Mediterranean habitat.



RAINFOREST ALLIANCE

LandScale is a global framework to generate trusted landscape-level insights that can align and incentivize local and global action to deliver sustainability at scale.



© LandScale



THE NATURE CONSERVANCY

Valdivian Coastal Reserve is protecting one of the largest areas of temperate rainforest in Chile and is managed as a model for private conservation in Chile.



WHERE WE WORK



- | | | |
|--|---|----------------------------|
| 1 Indigenous Desert Alliance, Australia | Resilient Reefs | LandScale |
| 2 Canada's Boreal Forest | 6 Ningaloo Coast, Australia | 10 LandScale Mexico |
| 3 Alto Mayo Landscape, Peru | 7 Lagoons of New Caledonia: Reef Diversity and Associated Ecosystems, France | 11 LandScale Peru |
| 4 Chile Conservation Corridor | 8 Belize Barrier Reef Reserve System, Belize | |
| 5 Valdivia Coastal Reserve, Chile | 9 Rock Islands, Southern Lagoon, Palau | |

FY23 ACTIVITIES, FINDINGS AND KEY INSIGHTS



NETWORK STRATEGY

Alongside the existing suite of activities designed to share information, embed and amplify learning, new priorities for Ampliseed during FY23 were identified through:

- the evaluation of the network pilot; the ER Program external evaluation; and a member survey;
- member feedback received during the 2022 Annual Partners Workshop;
- a strategy development workshop on 8 February 2023 and regular check-ins; and
- attending ER Program monthly meetings with project teams.

The feedback was integrated into the design of existing and new activities based on the Ampliseed “test and learn while doing” model. These included:

- expanding Ampliseed’s focus from learning to leadership: integrating leadership development is empowering members to not only acquire knowledge but also to apply it with the confidence and influence necessary to make meaningful impact towards creating systemic change;
- adding more ‘doing’ activities, such as introducing advocacy opportunities that connect members local perspectives to global themes and events, while deepening relationships through in-person exchange;
- increasing access through improved language support to Spanish speaking members, including completing translation of the member portal in Spanish and welcoming a new Spanish-speaking project officer in May 2023;
- amplifying insights externally through building a public-facing website, establishing a communication working group, and running a social media pilot; and
- curating new opportunities to amplify insights through publishing articles and reports that promote project work, participating in international meetings, and elevating member achievements through Pollination Foundation’s role as a nominator in the Goldman Prize.

Evaluation against key performance indicators for this period is provided in [Appendix 2](#).

LEADERSHIP AND ADVOCACY

With post-pandemic travel resuming in 2022, Ampliseed’s role expanded to include in-person leadership and advocacy activities.

A cross project exchange hosted by the Indigenous Desert Alliance provided a rare opportunity for overstretched team leaders and community partners from four projects to step outside their day-to-day work, to experience the context of another project, and to reflect and explore new pathways forward. Exchange participants reported taking leaps in cultural competency, building deeper relationships with members, learning about how to build connection and cross-cultural relationships, as well as improved landscape management techniques.

“We all work on big issues. The exchange reinforced that we’re not alone. It can often feel isolating with all the challenges we face, but this experience connects us to a movement of people working for positive change”.

GARETH CATT, EXCHANGE HOST, INDIGENOUS DESERT ALLIANCE

The advocacy program focused on amplifying the need to put people at the heart of nature and climate solutions. Ampliseed supported members to participate in the United Nation’s Convention on Biological Diversity (CBD), 15th meeting of the Conference of the Parties (COP15) in Montreal, including hosting a series of events. A side event, hosted in the Nature Positive Hub entitled: “Culture First: How does support and funding that puts culture at the front of conservation activities create enduring resilient ecosystems?” was very well-received. Following COP15, participants reflected on how the experience catalysed new opportunities to influence national policies, provided access to potential partners & funding sources, created valuable new global networks, increased confidence in communicating and participating in global events, and influenced project strategy development.

FUTURE FOCUS

In parallel to the success of Ampliseed, has been the growth and maturity of Pollination Foundation and BHP Foundation that partner to support and facilitate the network.

Over the past four years Pollination Foundation has focused its strategy on bringing humanity to the heart of nature and climate solutions. This includes working in high trust relationships with partners to co-design initiatives. Pollination Foundation's four focus areas are incubating community led nature and climate solutions, cross pollinating ideas through knowledge exchange, sharing stories of hope, and scaling community-led nature and climate solutions.

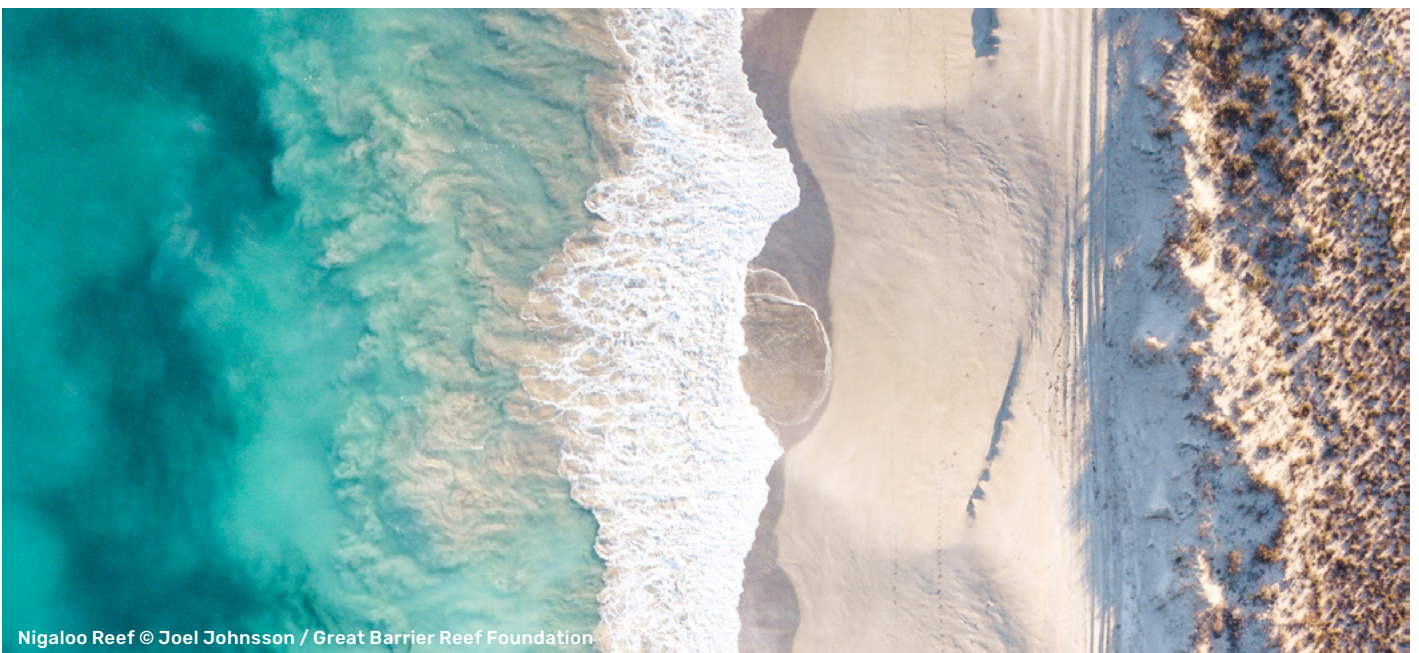
Likewise, over the past two years the BHP Foundation team has grown with increased expertise in the areas of strategic communications, measurement and evaluation.

As the network and supporting organisations continue to mature, we look forward to building increased structure and clarity to describing the roles played by different stakeholders (partners, projects, members, facilitators) as we collaborate in high trust partnership to deliver a world class model of learning and leadership.

Looking towards FY24 the focus remains on responding to member-driven priorities, which include continued support for conservation financing strategies, scaling, and systems change.

Alongside these topics, Pollination Foundation is incubating two initiatives to provide further support for identified and anticipated Project needs:

- A **StoryLab** program to provide a framework and digital tools to support project teams to craft authentic and captivating narratives that weave data with story, that can be used to monitor impact and create opportunities to engage with potential new funders and investors. Ampliseed members and BHP Foundation will be part of the development and pilot phases.
- A **Nature Credit Project Incubator** to position Indigenous Peoples and Local Communities to lead in nature credit markets to assist Projects exploring sustainable financing options and ensure finance flows to the people best placed to protect and steward nature.



Nigaloo Reef © Joel Johnsson / Great Barrier Reef Foundation



NETWORK ACTIVITIES

COLLECTING AND SHARING INFORMATION

Ampliseed gathers and disseminates information to members through facilitating working groups, hosting case studies and curation of the knowledge portal which includes weekly member-oriented newsletters.

MEMBER ENGAGEMENT

This year we redesigned the Ampliseed online portal to improve the user experience, reflect the new Ampliseed brand, and expand Spanish language resources.

Project teams continue to be active participants in the network. As at 30 June 2023, Ampliseed had 145 active users (a 16% increase) with monthly visits to the online portal ranging from 33 to 65% of the user base (similar to last year, with a large spike during our photo share event). The majority of members not visiting regularly are “friends of the network” who are not core members of Ampliseed, but are available for engagement as needs arise.

Our popular social photo exchange in June 2023 created opportunities for personal interactions which resulted in 1550 visits to the member portal during the event.

Member reflections on how Ampliseed contributes to Project work:

“It provides the possibility of knowing and learning from other conservation projects around the world, enriching our own perspective to keep working for the development of our initiatives. This knowledge is essential to work better at the local level, taking as a reference and inspiration the work done by others and how they address their challenges.”

“It’s useful to have a group that is aware of all the projects so they can identify topics or issues that would be beneficial for different projects to talk to each other about.”

“Connecting people and knowledge. Encouraging learning and fun!”

“Access to so many brilliant people.”

“Networking with others who are leading the way with their projects has been beneficial.”

“Exchanging information related to project implementation with other projects.”

“Exchanges and broadening the horizons of project staff.”

“The opportunity to participate in live exchanges.”

“The diversity of experiences.”

NEWS UPDATES

We released 48 weekly newsletters this period, highlighting project achievements, events and opportunities relevant to projects. Newsletters have a 32% open rate, which is double the industry average, and provide an important role in keeping Ampliseed members engaged with the network.

STRATEGY SHARES

Fundación Terra Austral led a project strategy session, sharing lessons and insights from facilitating multistakeholder collaborations.



FTA's lead role in the strategy share was an important development in the maturity of the strategy sharing process, as it marked the first time a share was completely driven by a Project team, rather than in response to an invitation by network coordinators.



Aerial view of Canada's Thelon River. © The Nature Conservancy/Ami Vitale



EMBEDDING LEARNING AND AMPLIFYING INSIGHTS

As part of its strategic review, Ampliseed significantly expanded its role in amplifying insights during FY23, which included sharing successes and 'lessons learned' through facilitating more leadership activities, as well as greater focus on advocacy and strategic communications.

WORKING GROUPS

We continued the exchange of member experiences and expert insights through 8 meetings of the established **Carbon & Biodiversity Markets** and **Monitoring & Evaluation** working groups, and introduction of a new communications working group aimed at connecting members to share ideas about capturing and amplifying project stories. The member survey ([Appendix 3](#)) identified that these working groups are considered highly useful forums by members.

TARGETED TRAINING

From October 2022 to January 2023, we held a targeted training series on project scaling strategies which connected members with international expert on scaling for systems change, Lennart Woltering; and a lived experience leader from the private sector, Lisa Miller; as well as providing the valuable opportunity to hear live case studies about scaling up, deep or wide from project leaders crossing all three of the BHP Foundation's Global Programs.

We also started a new training series on strategic communications, to connect members with experts from various media backgrounds and geographic locations to share insights and explore trends.

LEADERSHIP & ADVOCACY

In September 2022, we developed an Ampliseed advocacy strategy. The strategy wove together core themes from the strategic branding process (led by Frost*Collective) which brought the Ampliseed logo and visual assets to life; strategic communications advice from One Tribe Consulting; and feedback from BHP Foundation, Pollination, Eco-Advisors and Project-based communication leads.

With post pandemic travel resuming in 2022, Ampliseed's role expanded this year to test new activities under the advocacy strategy, and support include several in-person leadership and learning activities. These included:

- Expanding visibility and reach through adding an **external website** to the member portal. This enabled activities to be amplified through public news items, publications and an online COP15 Pavilion for members to promote their projects. It had attracted over 1000 new visitors to the site by end of June 2023.
- Showcasing Indigenous thought leadership through an **Indigenous climate leaders interview series** which was amplified prior to the Climate Conference COP27 through the Ampliseed website and social media pages.
- Amplifying member achievements via an Ampliseed **social media pilot** which included a Podcast, LinkedIn and Instagram.
- Presenting together in-person or online at **international events** like Catalyst 2030.



INSIGHT:

The next steps for the advocacy strategy is to continue to reflect on what is working most effectively, what's been challenging, and to identify the skills and human resources needed to deliver and prioritise activities that hold the greatest potential to create value now and into the future.

To date, all advocacy content including podcasts, website design and copywriting, external news posts and social media assets have been drafted and designed in-house by the Ampliseed team, which poses obvious resource constraints. At the strategy workshop in February 2023, a decision was taken to limit Ampliseed social media presence (pausing the podcast, LinkedIn and Instagram postings) for review in July 2023. External news posts are continuing in English and Spanish to promote member activities.

'STORYLAB' FRAMEWORK

Within the environmental space, we we're learning that insights drawn from bold new initiatives do not spread on their own. For stories to be understood and inspire behaviour change they need to be communicated in a compelling way.

Leveraging our experience in crafting captivating narratives that weave data with story, Pollination Foundation is working on the design of a 'StoryLab' framework. StoryLab will be a digital catalogue to keep authentic stories owned by communities, curated for impact, accessible to others, easily searchable and continually growing. This robust knowledge bank will not only amplify stories of hope and change, it also aims to:

- identify how new approaches can be taken on with confidence;
- bring authentic and engaging texture, context, nuance and depth to project impact stories; and
- provide an invaluable resource of knowledge that will capture change and amplify impact over time.

As its primary first use case, the core model is being designed to meet Ampliseed member needs, with input from other users, donors and investors being invited to expand the audience following proof of concept. Over the past year, human-centred design students from Academy Xi and a number of Ampliseed communications team members have had input into the design. Moving forward, we will be engaging technical support from Folktale to assist in capturing, sharing and management of participatory video. Our aspiration is to work with the ER Program to test if these stories could simultaneously fulfil Project communication needs as well as contribute to reporting and collective impact measurement linked to the Program's theory of change.

As Pollination Foundation continues to grow and build StoryLab over the coming year, Ampliseed members will be invited to opt-in to a co-design process.



INSIGHT:

A goal for StoryLab is to contribute to addressing power imbalances between grant-makers and grantees by orienting reporting towards more trust-based processes with culturally aligned participatory storytelling, with the aim of recalibrating power dynamics and decision-making.

BUILDING A CONNECTED COMMUNITY OF PRACTICE

"I watched connections grown between Indigenous people from all over the world as they laughed (and cried!) at the uncanny similarities between their cultures and between their lived experiences... Thank you Ampliseed for a life changing week in the desert. I now understand that it is culture that drives connection and keeps people and nature healthy."

SARAH CASTINE, RESILIENT REEFS

This year we had the exciting opportunity to facilitate several in-person activities. The goal of the in-person convenings was to facilitate dynamic connection, inspire intentional reflection, strengthen leadership skills, and deepen relationships between members.

In person events included:

- Running a side event at COP15 Nature Positive Pavilion with all Projects represented, titled **"Culture First: How does support and funding that puts culture at the front of conservation activities create enduring resilient ecosystems?"** in Montreal, Canada ([video of the event](#)). A series of curated 'dinner conversations' that were convened during COP15, aimed at engaging a diverse range of 'new friends' and potential partners on topics of mutual interest – nature markets and Indigenous-led conservation.
- A Cross-Project Exchange in central Australia focussed on Indigenous-led conservation was hosted by the Indigenous Desert Alliance, with Nature United, Resilient Reefs and Fundación Tierra Austral community partners and project team members participating.
- Site visits included the Resilient Reefs Solutions Exchange in Brisbane; participation in the 2022 Indigenous Desert Alliance Conference in Yulara, Northern Territory; and a workshop on biodiversity credits with Fundación Tierra Austral in Santiago.



CROSS-PROJECT EXCHANGE

“I was changed as a person afterwards and had a big leap in cultural competency because of the exchange”.

“We were able to have real conversations that just weren’t possible in a remote format.”

“it was simply fantastic to spend quality time with our colleagues.”

EXCHANGE PARTICIPANT REFLECTIONS

The cross-project exchange hosted by the Indigenous Desert Alliance provided a rare opportunity for overstretched team leaders and community partners from four projects to step outside their day-today work, to experience the context of another project, and to reflect and explore new pathways forward. Exchange participants reported taking leaps in cultural competency, building deeper relationships with members, learning about how to build connection and cross-cultural relationships, as well as improved landscape management techniques.

Participants noted the exchange supported them to:

- Transcend professional boundaries, creating huge leaps in cultural competency and transformative impact that is offered by immersive cultural learning.
- Build and strengthen relationships not only across network projects but within teams supporting open and authentic communications.
- Amplify the experience through sharing stories and insights with member organisations, communities, and families, not only in relation to the Project-based learning but also the design and facilitation of exchange activities.

At the end of the exchange a collective reflection process surfaced the following key insights:

- Strengthening connection between us all is critical to deepening the value of our network – Ampliseed.
- Together as a collective, we are building our mastery.
- People are so critical to nature – we need to invest in people to do the work needed to protect nature.
- Culture comes first: culture is enough.

Detailed insights into the impacts of this recent exchange are provided in [Appendix 4](#). These insights will help to inform the design of a community-based exchange focused on Indigenous Peoples access to, and participation in, nature markets that is being planned for 2024.

BUILDING LOCAL TO GLOBAL CONNECTIONS: COP15

“Attending and participating in the side events of COP15 and meeting with the Ampliseed network partners enabled our organisation and staff confidence to grow in engaging with the international discussion on nature markets and human rights-based advocacy needed for implementing the biodiversity framework in Australia and its desert region.”

AMPLISEED DELEGATION REFLECTIONS

Our new advocacy strategy includes a ‘local to global’ arm focused on amplifying the need to put people at the heart of nature and climate solutions. To reinforce this, Ampliseed supported members to participate in the United Nation’s Convention on Biological Diversity 15th meeting of the Conference of the Parties (COP15) in Montreal including hosting a series of events. A side event, hosted in the Nature Positive Hub entitled: “Culture First: How does support and funding that puts culture at the front of conservation activities create enduring resilient ecosystems?” was very well-received. A video of the event was captured by the Environmental News Bulletin, which will serve as a valuable advocacy asset into the future. Three social get-together evenings also hosted during at COP15 provided an opportunity for Project team members to connect and strategize.

Following COP15, participants reflected on the importance of this event in helping them to understand how their local work could be aligned with global targets, and also what the impact of the global framework would be on national policies and future support for their work. Several teams noted that the experience catalysed new opportunities to influence national policies – for example, resulting in an invitation to join a government advisory body, and to participate in future government delegations, which they are now leveraging to provide a greater voice for their regions. Participants noted that it provided access to potential partners & future funding sources, not only through people met at the meeting, but also through building a deeper understanding of topics discussed there, such as nature markets. Other observations included that it created valuable new global networks, increased confidence in communicating and participating in global events, and influenced project strategy development. Detailed insights into the impacts of the COP15 experience are provided in [Appendix 5](#).

 **INSIGHT:**

Expressions of gratitude towards the coordination and facilitation provided by Ampliseed unanimously punctuated the reflections of delegates. This underscores the significance of our platform in not just facilitating access to international dialogues, but also in solidifying social ties between our members, and within the environmental conservation community.

FINANCING INNOVATION PLATFORM

A developing element of the Ampliseed network centres on providing support to project teams to design long-term financing strategies including sharing case studies, connecting members with global expertise and co-designing solutions drawing on the experience and expertise of Pollination Advisory and EcoAdvisors.

A majority of the Project teams have expressed an interest in learning more about the potential for nature credit markets to provide secure income streams to finance restoration, stewardship and protection of nature. This year the Pollination Foundation team brought together insights from over three years of research and development undertaken by another initiative hosted within the Foundation, 'Marketplace for Nature', along with current Pollination and EcoAdvisors market insights. The information was synthesized into a Nature Markets '101' workshop that included a masterclass on global trends combined with facilitated activities to support the practical application in a place-based context. In late June 2023 Pollination Foundation facilitated a workshop with the Fundación Tierra Austral (FTA) Team in Santiago, Chile. The workshop resulted in a strong interest from FTA to continue exploring nature credits as a financing strategy for delivery of activities on properties that have a registered *Derecho Real de Conservación* (DRC). The workshop was followed by a listening tour in New Zealand including a series of conversations with technical advisors and Māori community leaders.

 **INSIGHT:**

Developing multiple revenue streams – stacking all the benefits from carbon, biodiversity, water filtration, social impact etc – will be critical for project resilience and viability.



Poqui after the rain. © Fundación Tierra Austral



CONCLUDING REMARKS

An enormous number of high value activities were delivered during FY23, including continuation of the existing online program, reintroduction of in-person events, and testing of new activities and expansion of support role. In reflection, Pollination Foundation is grappling with the scaling challenges that we learned about during our training series: as Ampliseed scales, what are the organisational structures and resources needed to maintain a quality service? Internal reflection has led us to concentrate our focus on activities that generate the most value, hone-in on what to prioritise and what to let go, and re-evaluate our team size and skill mix in light of the current stage of growth.

Peer-to-peer learning requires sustained and long-term investment into growing the leadership and strengthening the capacity of people leading the work. Members rate the in-person events as generating the most value, deepening relationships and trust which makes online connection more generative and meaningful. Finding innovative and affordable ways to continue to support these activities will be an important focus over the next few years.

Sharing 'lessons learned' in an authentic and honest way has immeasurable value which reaches far beyond Ampliseed member projects. Now that project-based solutions are seeded and starting to grow, Ampliseed will aim to take a more active role in harvesting and amplifying the lessons learned, with the intent that others can take them on with confidence. It is timely for Pollination Foundation and BHP Foundation to explore how we can inspire other grant-makers to adapt and design the successful Ampliseed learning model in a way that suits the needs of their own unique communities.



Reserva Costera Valdiviana, Chile © The Nature Conservancy

APPENDICIES

APPENDIX 1: HOW AMPLISEED WORKS

Ampliseed is co-designed by its members, facilitated by Pollination Foundation, and funded by BHP Foundation. At the heart of our network, we recognise the importance of cross-project learning and consequently our activities are organised into three main streams of work:

- **collecting and sharing knowledge** to support real time exchange of ideas;
- **sharing lessons learned** more broadly to harness and amplify our collective impact; and
- **weaving a connected community of practice** to create an enduring learning community that nurtures best practice outcomes.

Our model is based on an agile 'learning while doing' approach: testing activities, harvesting insights, sharing knowledge, and continuously improving design and delivery. We weave local to global connections by connecting on the ground practitioners with experts and policy makers, champion innovation in sustainable conservation financing, and share approaches to Indigenous engagement in a way that strengthens and distributes leadership through our network.

A suite of knowledge sharing activities facilitated primarily online include:

- exchanging expertise on carbon and biodiversity markets, sharing strategies for project monitoring and evaluation frameworks, and exploring communications strategies;
- training on agreed cross-project priorities,
- a member portal with regular updates, and
- ad hoc events responding to member needs.

Critically, significant lessons learned are captured and amplified through collective communication opportunities and we are working on ways to craft and share these more widely via several channels which are in development such as our Story Lab project.

The intended result is a strongly connected community of practice. Recognising that a people-centred approach is key to achieving a healthy and sustainable future at a global scale, Pollination Foundation in partnership with BHP Foundation have designed and developed Ampliseed with Project Partners as a replicable model, with the hope that others access our insights and adapt and design the model to suit the needs of their own unique communities.



IDA Cross Project Exchange 2023 © Ampliseed

APPENDIX 2: KEY PERFORMANCE INDICATORS FY2022-23

The evaluation methodology is primarily focused on evaluating the Learning Network's success in three key areas:

- Collectively developing a vision with key stakeholders, and co-creating learning activities to support Project success.
- Adaptive management and flexible navigation of the learning journey, informed through monitoring, evaluation and learning.
- Engaging and building healthy relationships between multiple stakeholders (project leaders and project members, BHP Foundation team, support organizations, and external stakeholders).

Activities	Key Performance Indicator	Data	Notes
Collecting & Sharing Information			
Newsletter	<p>Stories highlight Project achievements and delivery of critical milestones</p> <p>Stories highlight collective learnings across Knowledge Network activities</p>	<p>48 weekly newsletters</p> <p>20 member showcase / collective learning insight articles</p> <p>32% email open rate (double industry average of ~15% according to Hivebrite)</p>	On track
Knowledge Portal	<p>External media, publications, events and opportunities relevant to the delivery of projects are shared with members in timely way</p> <p>Online services are easy to access</p>	<p>3-5 resources and activities shared per week</p> <p>>10% click-through rate</p> <p>>75% account activation & use (significantly above industry average of ~35% according to Hivebrite)</p>	<p>On track</p> <p>More nuanced web analytics to be introduced in FY24.</p>
Sharing Project Strategies	<p>Projects opt in to share the tools and strategies they are using to deliver on their ambition</p> <p>Network members are accessing other project resources, tools and strategies</p>	<p>1 project share</p> <p>380 views of video uploads</p>	<p>On track</p> <p>FTA's project share (stakeholder management) was notable as it was instigated by the Project team directly, which shows a developing maturity in the sharing strategy stream. The second project share scheduled for this FY (nature markets) was unavoidably delayed in response to Project activities and delivered in July.</p>



Activities	Key Performance Indicator	Data	Notes
Embedding & Amplifying Learning			
Working Groups	Members actively participate	8 working group sessions Average of 70% participation in working groups 100% projects represented	In progress Themes and speakers for the working groups continue to be primarily driven by Pollination Foundation staff, rather than directly suggested by members.
Advocacy	Member achievements are showcased to external audiences Collective learning is amplified	1125 visitors to the external website 5 Indigenous climate leader interviews and articles published in English and Spanish 5 podcast episodes produced	NEW ACTIVITY
StoryLab	Members collectively identify most significant learnings Most significant learnings are captured in case studies Key learnings are shared with external audiences	3 group presentations on significant learnings (IDA Conference, COP15, Catalyst 2030) Scaling & Systems Change report published in English and Spanish	In development The StoryLab framework is being developed to capture significant learnings and case studies that can also be used toward impact measurement.
Building A Connected Community Of Practice			
Targeted Training	Members identifying gaps in expertise Members learning new skills Members applying new skills to project delivery	3 training sessions, including an opportunity for BHP Foundation-wide learning exchange between 3 Programs. Excellent feedback on Conservation Finance and Scaling & Systems Change training opportunities.	On track
Inspiring Stories	Members are inspired Members understand different perspectives		On hold The 'inspiring stories' series was put on hold this period to allow time for members to participate in the targeted training series, Exchange and COP15 delegation.

Activities	Key Performance Indicator	Data	Notes
Exchanges	Project team members and beneficiaries are inspired to adapt or implement new strategies based on their learnings	12 team members from 4 Project teams participated in the Exchange See Appendix 4 for Most Significant Learnings	On track
Local to Global Connection	Members understand local activities in global context	10 team members from 6 Project teams participated in the COP15 delegation See Appendix 5 for an overview of Most Significant Learnings	NEW ACTIVITY
Annual Partners Workshop	Partners are actively involved in co-designing the annual program of Knowledge Network activities Partners are actively involved in identifying Most Significant Learnings		On hold The Annual Partners Workshop was not held this period as members connected through the Exchange and COP15 delegation.
Finance Innovation Platform	Partners are identifying financing challenges Partners are requesting assistance to solve complex project financing challenges New financing models are designed and tested	Two requests for support (from FTA and IDA) to explore nature markets as a mechanism to provide sustainable project finance One Nature Markets '101' workshop hosted	NEW ACTIVITY
Grow a Healthy Network	Network grows at a sustainable rate Relationships between members are strengthened Distributed leadership is mobilized Network is self-organizing and connecting with external networks and relevant institutions Members feel satisfied that the Network is delivering on its purpose and goals	See Appendix 3 for results of the member survey	On track Membership continues to grow slowly and sustainably, and member report on strengthened relationships that are reflected in greater Project collaboration reports during monthly meetings.



APPENDIX 3: MEMBER SURVEY RESULTS

BACKGROUND

We conducted an anonymous member survey in February 2023 that covered Ampliseed's activities over the two-year period 2021-2022 (we skipped a survey in 2021 due to members' involvement in the Environmental Resilience Program evaluation that year). Respondents came from four project teams (LandScale, Alto Mayo, IDA and FundacionTierra Austral) and both language users (40% Spanish speakers) so the spread of experiences reported is instrumental in offering feedback and guidance for our future actions¹.

FINDING AND SHARING INFORMATION

Our efforts to continually refine and optimize our communication channels were well supported by the survey results. Weekly updates and ad hoc in-depth emails garnered robust acclaim, being found useful or very useful by 80% of respondents. Push technology is helpful here, with one respondent noting "because they bounce into my inbox the weekly emails are the most useful [and] accessible".

It is evident that while there is appreciation for the structuring and content of communications, a prevalent theme is the challenge of balancing time to deeply engage with the information provided. Despite 60% of respondents finding the Members Portal useful (and 30% find it "extremely useful"), responses lamented the reality of time constraints, having only "limited bandwidth to scroll through all the amazing resources there," and not having "time to dive into things beyond the day-to-day of my work". This reflects the ongoing tussle between providing rich, in-depth content and ensuring it pierces through the stretched day-to-day reality of project teams. A glimpse into positive progress was illuminated by one member's reflections who acknowledged Ampliseed's "maturation" and increased helpfulness in providing information to the BHP Foundation's Environmental Resilience partners "and building esprit de corps among them."

Respondents spotlighted the strength of focused, in-depth material over frequent, broad-scope updates, appreciating most the content that elevates their perspective "up and out of our small world". In-person meetings and exchange opportunities were highlighted as particularly successful communication mediums, with one participant recounting, "there is simply no replacement for bringing the partners... together in person."



INSIGHT:

There is no substitute for the dynamism of in-person gatherings and communication. However, resource constraints mean that digital communication will continue to be a tool used to support the broad membership of the network. In the future we'll continue deliver short regular updates interspersed with deeper, targeted sessions on topics of mutual interest. We'll always aim to target our communications in a way that is anchored in a context relevant and immediately applicable to the diverse projects and developmental journeys.

¹ We do exercise caution in navigating our decision-making based on the survey results since less than 10% of members responded to the survey (n=10), and this limited pool of feedback may not accurately reflect the collective needs and perspectives of the entire membership.

EMBEDDING LEARNING

The confluence of learning, professional development, and project advancement is our second core focus. Our two main working groups on Biodiversity & Carbon Markets and Monitoring & Evaluation continue to be very well-attended, with 100% and 90% of participating respondents finding them useful respectively (with 30% of both groups responding they were 'very' or 'extremely' useful). The newly formed Communications Working Group was formed in response to the network's role in supporting advocacy. The group has had lower participation, sessions were considered "quite useful," with "inspiring and educational" inputs that foster innovative content creation, illuminating a path toward inspiring and educating diverse project audiences. Members expressed interest in continuing the group to deepen connection between projects, as well as to explore new themes, for example, how "stories are communicated with the ability to build alliances with other organizations".

Enthusiasm towards certain offerings was evident, as one member shared, "really enjoyed the conservation finance series, would love to have more staff be able to take it or something similar, and have shared the resources multiple times." Evidence from partners also supports that the publications and recordings from these sessions have been widely disseminated throughout project teams and beyond. Nevertheless, the undercurrent of varied experiences and needs across our network also surfaced through the feedback that "some of the conversations are very useful and stimulating, especially when the group or presenters understand the gap between their world and the work we do. Others have been a little slow."

A genuine appreciation resonated for some of the more specialized sessions, with one response exclaiming, "I love these sessions! Particularly the carbon, scaling, and finance sessions. I look forward to them every time you host them." This enthusiastic reception, however, was paired with a constructive critique underscoring the struggle to distill tangible results from some of the discussions: "These events are good for discussing overall interesting issues, but I have a hard time seeing how they can become something that has tangible results."



INSIGHT:

Moving forward, we will consider introducing more structured follow-up post convenings aimed at converting insights into actionable strategies, establishing project based mentoring, or supporting collaborative projects to seed and grow based on discussion insights.



Indigenous Awajún women in Shampuyacu, Peru. © Conservation International/ Freddy Guillen



USER ENGAGEMENT

Further insights about user online engagement can be gained from quantitative metrics from the website and member portal. Our account activation metrics sit comfortably at above 75%, which is extremely high for a non-paying membership site (industry average is around 30%).

Even in its slowest month, the online portal received over 100 visits from members² over the last reporting period, rising to a peak of 1550 visits during June 2023 when we ran a special “photo share” event. This even was notable also because it encouraged new members who had not previously posted on the site to connect and share with others.

FUTURE FOCUS

Members made a unified call for continuing targeted training on topics like Conservation Financing and Scaling and Systems Change. Both of which had 100% interest in continuing to learn together, underlying how critical these topics are in shaping the work and impact of our members.

There was interest in exploring new topics including:

1. Indigenous Knowledge and Data Management
2. Multistakeholder Partnerships
3. coordinating resources to share practical templates/ worksheets /tools
4. ongoing tailored support to convert ideas to reality

The connections created through leadership development and advocacy forums, including the exchange in Australia and participation at COP15 Canada, underscored the irreplaceable value of in-person exchange. Participants who responded requested more opportunities to “see projects and meet other practitioners,” with one member reflecting that:

“the in-person instances of learning exchange that took place last year ... were not only memorable, but also very useful to establish links between the work teams of the different projects.” Furthermore, the in-person events “helped not only to deepen the knowledge of the different areas of interest ... but also helped to connect with other projects from which we have been able to learn.”

Curating spaces for connection between members seeds the potential for collaborative synergy between projects and teams: “this feeling of being part of a ‘team’ of different conservation initiatives that was built is fundamental to strengthen trust and, consequently, open opportunities for joint work”.

Another valuable outcome has been the ability of projects to leverage the Ampliseed convenings to gain other support: “being able to disseminate and publicly communicate these visits or our participation in international instances for learning exchange contributed to validate and legitimize the work we do with other relevant actors at the local level”. However, the cost of participation was identified as a potential barrier, with one participant noting their project would appreciate “help to find funding to cover the costs” of future participation. There is the opportunity for BHP Foundation and Pollination Foundation to talk about the pros and cons of seeking co-investment from other grant makers to support leadership development exchanges, particularly to increase Indigenous community participation. As one member noted that it could be useful to expand membership access to support project ‘end users’: “The Indigenous groups we work with have a lot to gain and limited access to the network currently.”



INSIGHT:

We will continue to deepen our current focus on conservation financing, scaling and systems change, blending theoretical insights with practical in project application. We will explore opportunities to curate sessions addressing new topics, but carefully balanced with the known time constraints of members. Given the value placed on in-person exchange, we will look at ways to create and support more opportunities for in-person connection. These need not only be large-scale events that bring together all projects but could also include localized meet-ups, project team individual member exchanges, or collaborative workshops.

² Excluding Pollination Foundation team members.

APPENDIX 4: AMPLISEED EXCHANGE REPORT

BACKGROUND: OUR JOURNEY INTO THE DESERT OF AUSTRALIA

“Ampliseed host incredible, thoughtful events that offer deep learning experiences”

“It is hard to overestimate or adequately capture the value of this experience”

EXCHANGE PARTICIPANT REFLECTIONS

In November the IDA hosted a cross project exchange focused on Indigenous leadership, strengthening networks, and scaling community led conservation. A mix of team members and First Nation partners from the Great Barrier Reef Foundation - Resilient Reefs Initiative, Fundacion Tierra Austral - Chile Conservation Corridor and Nature United - Boreal Conservation Project, who had all expressed interest in engaging more deeply on these themes, were invited to participate. Each project funded their travel to and from the location and Ampliseed paying for the in-country exchange costs including meals and accommodation.

In contrast to our first exchange hosted in 2019 (in an early stage of development when the exchange program was fully designed and facilitated by the Ampliseed team) this years' exchange program was designed and led by the IDA team with special thanks to Gareth Catt as our amazing on-country host. Ampliseed oversaw planning and logistics which included pre-exchange briefing sessions; tailored support to participants such as visa and flight advice; managing all logistics including accommodation, meals and vehicle bookings; organising regular briefing sessions during the exchange and co-ordinating content for the collaborative presentation at the IDA Conference; and facilitating the evaluation process.



INSIGHT:

The shift from project team participation to exchange activity leadership is a significant change and indicator of scaling deep to strengthen relationships and network connectivity.



IDA Cross Project Exchange 2023 © Ampliseed



PARTICIPATING IN THE INDIGENOUS DESERT ALLIANCE CONFERENCE

IDA generously invited the exchange team members to participate in their 2022 conference, which was the largest gathering of Indigenous rangers in Australia with 375 delegates from over 40 desert ranger teams making the journey to Yulara, Northern Territory, to share stories about looking after country and discuss Indigenous land management priorities. Throughout the three-day program, exchange members gave a presentation to the conference and participated in a variety of field trips to Uluru-Kata Tjuta National Park and Katiti Petermann, and were included in practical workshops to activate discussion and share knowledge.

TRANSCENDING PROFESSIONAL BOUNDARIES

Navigating through the vibrant landscapes of the Northern Territory together unearthed a wealth of life-enriching experiences, seamlessly blending professional development with personal growth, as eloquently captured in their survey reflections. As one participant noted, the exchange was transformative, causing “a big leap in cultural competency,” which underlines the multifaceted impact of the exchange. The potent blend of learning, sharing, and forming genuine, heartfelt connections within an international network was a recurring highlight raised by those who attended. “It is hard to overestimate or adequately capture the value of this experience,” another attendee noted, giving a clear signal of the substantial, transformative impact that is offered by immersive cultural learning.

BUILDING AND STRENGTHENING RELATIONSHIPS

A quintessential aspect of the exchange was the ability to forge and reinforce relationships, with one member noting “it was simply fantastic to spend quality time with our colleagues from the Environmental Resilience Program, Ampliseed and the Foundation,” and another that “we were able to have real conversations that just weren’t possible in a remote format”. Meeting people in person, that many had only known virtually, crafted a paradigm shift in relationships. And beyond these transformative connections with other partners, several teams noted that the experience also helped build connections within the projects themselves, with one participant noting the exchange “allowed for deeper connection with others from my project,” and another saying six months later that it had “helped us get through some tricky conversations since”.



INSIGHT:

Exchanges inherently foster a shared experience and collaborative environments. This not only offers the opportunity to build connections between different project teams, but can also strengthen internal team bonds as members navigate through new challenges and embrace diverse perspectives together.



IDA Cross Project Exchange 2023 © Indigenous Desert Alliance

AMPLIFYING THE EXPERIENCE

The impact of the exchange was not confined to the duration of the trip but extended its influence through participants sharing their experiences with their respective organizations, communities, and networks, as well as sculpting the participants' personal and social spheres, amplifying the impact manifold. Newfound insights permeated through teams and organizations upon their return home, creating an expansive ripple effect across our global networks. Thinking about how they continue to share learning from the exchange with others six months later, one member reflected, "I have shared a lot of the learnings from watching the park rangers do their work. Their commitment and attachment to the land are an amazing inspiration". As part of our responsibilities as a learning network, these tasks are undertaken as transparently as possible. One participant noted that they even learned from the facilitation and coordination of the exchange itself, reporting back that they have changed their own event planning practices now after they "learnt a lot about how Ampliseed designed our trip in terms of having lots of time and space to build connections especially when it's relationships that are cross cultural."

ALWAYS IMPROVING

Notwithstanding that the participants responded that the exchange had exceeded expectations and had lasting impact in many areas, the feedback loop also highlighted opportunities for future enhancement. One participant suggested more "financial assistance for smaller organizations [to] amplify the impact and inclusivity of these exchanges". Another noted that "more structured conversations" could deepen learning and explore collective actions. These insights can help to inform future exchanges, ensuring they remain potent platforms for learning, connecting, and growing.

The impact of the exchange transcends knowledge and skills transfer - it reshaped perspectives, methodologies, and generated a feeling of unity within the Ampliseed network. The transformation within individuals and organizations alike underscores the intrinsic value and importance of in-person on country exchange. It's not solely about shared know-how; it's about fostering a holistic, reciprocal growth that elevates leadership experiences to champion a future where we are interconnected, deeply understood and collectively empowered.

INSIGHT:

Members agreed to participate in a six-month follow-up survey, which helped us to measure how lingering impacts flow beyond the immediacy of the experience. We saw insights and inspiration woven throughout both personal and professional realms, quietly yet powerfully radiating waves of change across the expanse of our global networks and social communities.



IDA participants at the Cross Project Exchange 2023 © Indigenous Desert Alliance



OUTCOMES

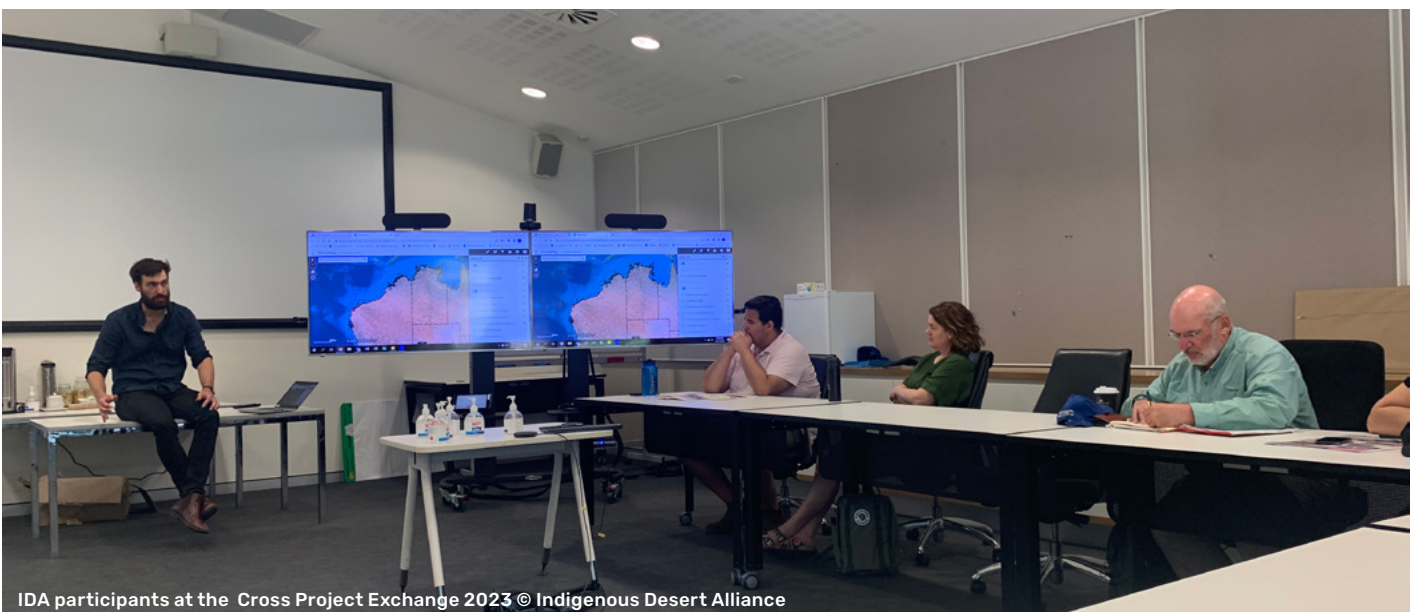
Participants noted the exchange supported them to:

- Transcend professional boundaries, creating huge leaps in cultural competency and transformative impact that is offered by immersive cultural learning.
- Build and strengthen relationships not only across network projects but within teams supporting open and authentic communications.
- Amplify the experience through sharing stories and insights with member organisations, communities, and families, not only in relation to Project-based learning but also the design and facilitation of exchange activities.

KEY INSIGHTS

At the end of the exchange a collective reflection process surfaced the following key insights:

- Strengthening connection between us all is critical to deepening the value of our network – Ampliseed.
- Together as a collective, we are building our mastery.
- People are so critical to nature – we need to invest in people to do the work needed to protect nature.
- Culture comes first: culture is enough.



IDA participants at the Cross Project Exchange 2023 © Indigenous Desert Alliance

APPENDIX 5: COP15 DELEGATION REPORT

Pull-out quote: “It was solid hearing Indigenous leaders speaking up for land & water and honouring their mob who have never stopped looking after country.” – Sam Murray, Deputy CEO, IDA

“It was ... an incredible opportunity to network, to learn and to share.”

HADLEY ARCHER, EXECUTIVE DIRECTOR, NATURE UNITED

BACKGROUND: NAVIGATING THE UN DISCUSSIONS

In December 2022, Ampliseed hosted a series of events at COP15 in Montreal aimed at amplifying learning and embracing leadership through collective advocacy, engaging with new friends and potential partners and deepening connection between project teams. All Projects contributed to our online COP15 Pavilion, with our in-person delegation including 11 team members from six projects who travelled to Montreal to participate in the live events.

Beyond supporting members with logistics, information packs, event bookings and media engagement, the suite of events organised by Ampliseed included:

- A [digital pavilion](#) highlighting the work of Ampliseed members.
- A collective panel event at the Nature Pavilion entitled [Nature First: How does support and funding that puts culture at the front of conservation activities create enduring and resilient ecosystems?](#) with six projects presenting their perspectives and around 30 people attending and discussing with participants following the event. A video of the event <https://vimeo.com/780920084> was captured by IISD, which will serve as a valuable advocacy asset into the future.
- An Indigenous Networking dinner included two project teams and introduced twelve new friends.
- A Nature Markets dinner which included three project teams and ten new friends.

Ampliseed members navigated their way through the maze of side events, negotiations, and networking opportunities. One attendee shared that “the experience was very positive for me...knowing different economic, cultural, and political approaches for the protection of biodiversity was an enriching, yet challenging process”. Others underscored the complexity and depth of the multilateral discussions at play. For some, COP15 was an “eye-opening and exciting” forum to forge connections and draw inspiration from international peers.

CONNECTING LOCAL ACTION TO GLOBAL FRAMEWORKS

Adoption of the Kunming–Montreal Global Biodiversity Framework emerged as a beacon for our members, with participants from most projects noting how being present at the negotiations helped them to align their local and community-driven conservation work with global targets and policies. FTA mentioned how important it is for local actors to be aware of what is happening internationally, because “the frameworks and targets that were discussed and agreed during the convention (and the months leading to it) extrapolate for national policies, and therefore, to the work that we do”.

LandScale noted its importance as a networking tool, as they met with many partners and found it a “very efficient business and partnership development opportunity” as they continue explore the potential of leveraging project strategies through the novel insights into nature credits gained at the conference. Nature United similarly highlighted the power of collaboration, as the event created a platform for unison of Environmental Non-Governmental Organizations (ENGOs), funders, industry, and Indigenous organizations, which helped to advance impactful projects like the [Great Bear Sea initiative](#) and “set the stage for a big podium moment”. IDA noted how their participation helped to not only to enhance their advocacy and communication on biodiversity policy post-COP15 and “scope out new engagement opportunities”, but also appreciated the importance of using a ‘playbook’ for international advocacy during such events.

The FTA project team during their January 2023 monthly meeting shared that the support provided by Ampliseed at COP15 was a life-changing moment which accelerated their understanding of global perspectives on nature, deepened understanding of the important contribution their project makes to achieving global goals and built their confidence immeasurably. IDA team members also reported that they have been included in more Australian Government discussions following COP15, which they are using to leverage a greater voice for the Australian desert in national policy formation.



CROSSING BEYOND FORMAL AGENDAS TO BUILD HUMAN CONNECTIONS

Most of our delegation members also reflected how participating in the event supported professional progress with support for personal and social development. Sophie from LandScale mentioned how her participation in the high-level panel on sustainable finance was an important leap in transforming her academic knowledge into practical engagement, and enhanced her public speaking confidence. Hadley from Nature United mentioned that the event provided a whirlwind introduction to the scope and significance of UN COP meetings, revealing the power and potential that lies in transcending borders and uniting for shared outcomes. Sam from IDA shared her pride in the tangible global impact of their ranger's work, broadening her perspectives on nature-positive markets and political aspects of land management. Meanwhile, Javi from Tierra Austral mentioned a comforting sense of belonging within the Ampliseed network, highlighting the immense value of collaborative spaces that facilitate shared endeavours for broader biodiversity goals. The social ties forged amidst formal agendas brought forth a nuanced layer of the COP15 experience, with the interactions weaving a network that endures well beyond the conference itself.

ECHOING EXPERIENCES: SHARING THE LEARNINGS

Beyond the conference, sharing experiences with those who remained anchored in their local contexts became pivotal. Javi and Amanda mentioned sharing their insights with their team at Tierra Austral; Sophie shared experiences back with Rainforest Alliance Colleagues; and Sam and Luke noted that they shared their experiences with IDA staff, board and member organisations. Through diverse communication channels, the ripples of their COP15 experiences permeated wider circles, infusing the global dialogue into local discourse.



Ampliseed COP15 delegation © IISD/ENB | Natalia Mroz

LESSONS FOR THE FUTURE:

Suggestions proposed for enhancing future delegations, included generating more instances for group discussions and internal presentation sessions outside of the official COP15 agenda; more facilitative support for 1:1 meetings with relevant contacts; and opportunities to generate earlier and deeper insights into fellow delegates' projects and connections with other delegates from their own countries.

A unanimous affirmation resonated regarding participation in future Ampliseed-facilitated events, signifying a successful and impactful endeavour during COP15.

INSIGHT:

Expressions of gratitude towards the coordination and facilitation provided by Ampliseed unanimously punctuated the reflections of delegates. This underscores the significance of our platform in not just facilitating access to international dialogues, but also in solidifying social ties between our members, and within the environmental conservation community.

Video link: [‘Culture First’](#) video coverage of the side event by ENB produced by Tasha Godberg and Felipe Ruiz, ENB

Article link: [Walk Through COP15 with Sam Murray](#) , video coverage by Luke Sweet, IDA





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