



ampliseed

# AMPLISEED ANNUAL REPORT

2024: 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.



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# EXECUTIVE SUMMARY





# FY 24 HIGHLIGHTS

Ampliseed is built on a core belief in the power of connection and communication. Our mission is to bring together conservation practitioners, Indigenous Peoples, and local communities (IP & LCs) to nurture sustainable environmental outcomes, with a strong focus on a rights-based, people-centered approach. Through our dynamic learning and leadership network, we elevate voices often overlooked in global discussions. Beyond individual events, our activities create lasting impact by sharing knowledge, building capacity, and developing trusted relationships that create pathways for innovation and resilience. This interconnectedness not only enhances the effectiveness of individual projects, but also strengthens the collective ability of our members to influence policy and practice on a global scale.

Key highlights of FY24 included:

## **KNOWLEDGE SHARING**

Facilitated the Environmental Resilience Partners Workshop in Peru, bringing together 18 participants from 7 projects to exchange strategies, challenges and opportunities for enduring community-led conservation efforts.

## **GLOBAL ENGAGEMENT**

Supported members to participate in pivotal global events, including Climate COP28, to amplify insights and advocate for IP & LC rights.

## **EDUCATION AND CAPACITY BUILDING**

In addition to meetings of our structured topical working groups on nature markets and evaluation, we organised a special Communications Training Series, supporting our members more effectively share their stories and engage with media.

## **SUSTAINABLE FINANCING**

Conducted a comprehensive Global Donor Scan to identify funding opportunities and potential partners for projects intersecting IP & LC land rights, nature projects, and innovative financing opportunities like nature markets. We also supported Ampliseed participation in various activities to explore integrating cultural practices into nature markets.

## **NETWORK GROWTH**

Expanded our network to 157 active members, marking an 8% increase from 2023, facilitating broader collaboration and impact.

## **IMPACT ASSESSMENT**

Collaborated with an external social value consultant to evaluate our impact and identify the most effective interventions, guiding our future strategic direction.



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# OUR APPROACH

We achieved these outcomes through our three-pillar approach: sharing information, amplifying learning, and weaving a connected community of practice. Our network facilitated:

## KNOWLEDGE EXCHANGE

Through the Ampliseed membership portal (averaging 769 visits per month) and regular newsletters (170 posts, 45 weekly news reports), we shared critical insights and achievements, promoting collaboration across our growing member base.

## IN-PERSON CONNECTIONS

Facilitated in-person connections through conferences and workshops, enabling both curated and spontaneous collaboration among members.

## PRIORITISING INDIGENOUS PERSPECTIVES

Implemented a “Culture First” approach in our exchanges, prioritising Indigenous perspectives and practices.

## THOUGHT LEADERSHIP

Pollination Foundation engaged in thought leadership activities, advocating for IP & LC rights and broader environmental resilience under the Ampliseed banner at forums like the Australian Land Conservation Alliance and COP28, ensuring these voices are heard on the international stage.



Dessert rain © Pollination Foundation



# WHERE TO NEXT?

Looking forward, Ampliseed is committed to:

## DEEPENING IMPACT

We will continue to focus on reducing systemic barriers by continuing to facilitate connections between projects to share insights and overcome common challenges, hosting culturally safe meeting places for Indigenous partner organisations to connect and engage (e.g. Biodiversity COP16), and scaling up our support for IP&LCs to explore solutions for long-term financial sustainability.

## EXPANDING REACH

We will broaden eligibility to join our network to include a wider range of partners, enhancing our collective ability to address environmental challenges and support indigenous-led initiatives.

## STRENGTHENING INCLUSIVE LEADERSHIP

We will explore the development of a leadership program that unites diverse participants, with a focus on fostering collective leadership among both IP & LC and aligned sector leaders. Leveraging our previous successes with in-person exchanges and collaborative knowledge creation, this initiative will focus on breaking down systemic barriers and fostering more inclusive participation throughout the socioeconomic value chain.

## AMPLIFYING IP & LC STORIES

We are developing a structured approach to capturing and sharing community stories, ensuring that IP & LCs maintain equity, authenticity, and ownership over their narratives. This approach aims to enhance the impact and cut-through of these stories by improving their visibility and enabling strategic aggregation.





# ABOUT US



# 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. Ampliseed's goal is to share and amplify solutions for environmental resilience.

Indigenous Peoples, local communities, and conservation organisations are at the forefront of conservation efforts. But this work is highly complex and many of the people working to respond to these challenges have limited opportunities to connect, learn and build the adaptive, technical and leadership skills that are required.

Ampliseed responds to these issues by providing a learning and leadership network for conservation practitioners, informed by several principles:

### **FOSTERING TRUSTED RELATIONSHIPS**

Providing a curated and safe environment where network members can forge and strengthen meaningful relationships.

### **BUILDING LEADERSHIP AND EXPERTISE**

Exploring better ways to develop diverse adaptive, technical, and leadership skills is crucial for conservation practitioners to build on existing practical expertise and tackle current and emerging challenges.

### **STRENGTHENING INDIGENOUS AND LOCAL COMMUNITY LEADERSHIP**

Sharing insights and enhancing capacity to support the autonomy and equitable participation of Indigenous Peoples and local communities.

## **A RESOURCED BACKBONE**

Ensuring that learning and leadership networks are sufficiently resourced and facilitated to guarantee their sustainability and success.

Over the past five years, Pollination Foundation and BHP Foundation's Environmental Resilience Program have partnered to deliver this dynamic insight exchange. The network continuously evolves, adapting its approach and activities based on member feedback and co-design processes. As the host of Ampliseed, Pollination Foundation designs the process and framework, and curates a suite of activities for members. A cornerstone belief is that *"alone, we only get so far: through sharing insights and learning together, we can become extraordinary."*

Ampliseed fosters a connected community of practice, generating interconnected and mutually reinforcing outcomes for members. These outcomes revolve around themes of relationships, inspiration, collective leadership, advocacy, and insight. As a result, members become more effective and resilient conservation practitioners, their teams and projects improve in effectiveness, and their organisations and impacts grow stronger.

Ampliseed's activities stem from three pillars: sharing information, amplifying learning, and weaving a connected community of practice. In FY24, we delivered a diverse program packed with high-quality activities through these streams. Deciding what to include in our learning report is always challenging due to the abundance of valuable information. Aware of our readers' time, we've focused on spotlighting key activities and findings, moving detailed content to the appendices. This allows those interested in replicating our efforts or seeking a deeper understanding to explore our approach in more detail. Additional information on Ampliseed's operations can be found in [Appendix 1](#).





# WHO IS AMPLISEED - PROJECT TEAMS



## INDIGENOUS DESERT ALLIANCE

**Indigenous Desert Alliance** 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.



© 10 Deserts Project



© Nature United



## 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.



© Conservation International





Great Barrier  
Reef Foundation

## 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

## 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 incentivise 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.



## MEMBER LOCATIONS



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



# ACTIVITIES, FINDINGS AND KEY INSIGHTS



# NETWORK ACTIVITIES

## OVERVIEW

The Partners Workshop in Moyobamba, Peru, stands out this year as a cornerstone activity for deepening connections within our global network. This gathering brought together 18 participants from seven different projects, providing an invaluable opportunity for hands-on learning and deep collaboration. The workshop facilitated the cross-pollination of ideas and practices, enabling participants to experience diverse conservation approaches firsthand. The connections forged during this event have laid a strong foundation for continued collaboration and shared growth across the network.

Our commitment to making meaningful local-to-global connections continues to be strongly received. Through supporting members' participation in high-profile global events like COP28, we help to ensure that the voices and perspectives of Indigenous Peoples and local communities (IP & LCs) are heard on the international stage.

Ampliseed also maintained an active and dynamic online presence through its membership portal, which saw increased engagement and activity. The portal, along with strategic initiatives like the Global Donor Scan and targeted communication training, aim to empower members to secure funding, share insights, and amplify their impact.

## COLLECTING AND SHARING INFORMATION

Ampliseed gathers and disseminates information to members through providing a resourced space that supports Projects and 'friends' to build and maintain relationships. The Ampliseed membership portal provides a public-facing website to promote member's activities, a member-only resource to connect to other members and access to information generated from network activities, and a weekly newsletter to showcase Project achievements and key insights from international developments.

### MEMBER ENGAGEMENT

During this financial year, Ampliseed had:

- **157** active members (an 8% increase on 2023), with monthly visits to the online portal
- **170** posts on the live feed
- **45** Newsletters
- **25** Project News Shares
- Average of **769** portal visits per month





Morro de Calzada, Moyobamba, Peru © Bill Salazar





## GLOBAL DONOR SCAN

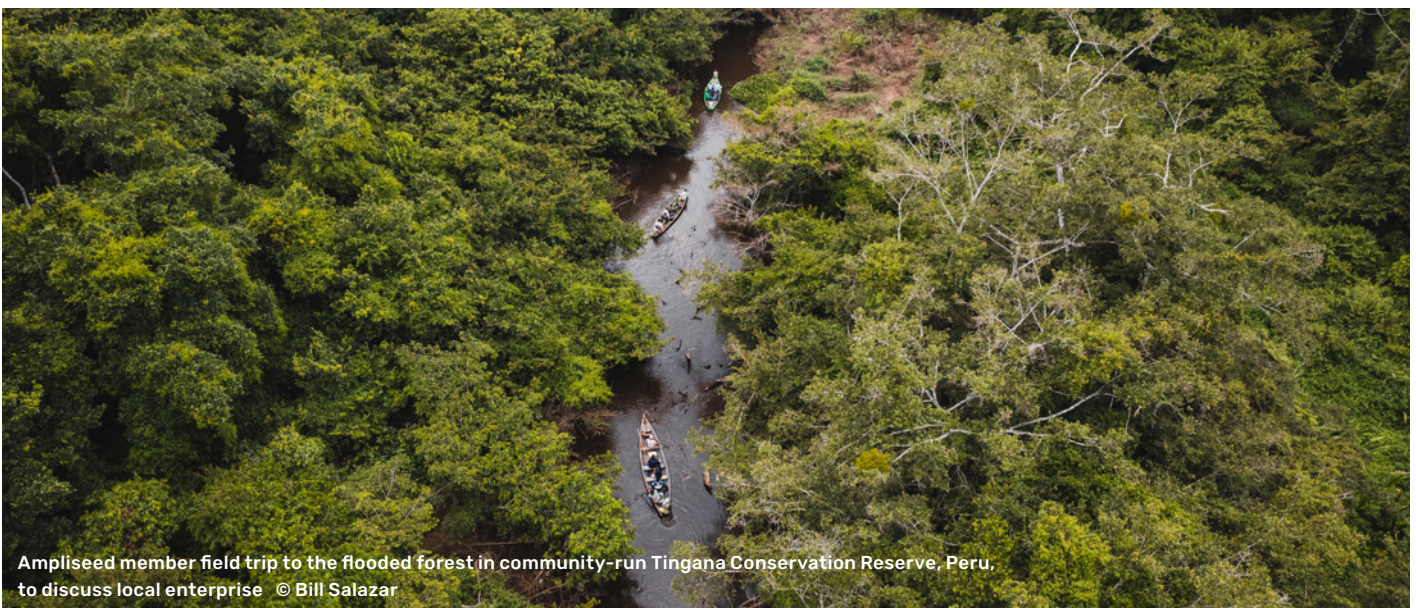
Pollination Foundation prepared a resource of values-aligned organisations and donors working at the intersection of IP & LC land rights and nature-based solutions to climate change and nature loss. These are key elements that have to potential to catalyse new long-term financing opportunities. Although the global scan provided a snapshot in a moment of time of a rapidly evolving space, it was a valuable starting point for members to identify potential partners and funding opportunities.

The scan included an analysis of multi-party financial pledges to IP & LC led nature and climate solutions which revealed several important insights (please see the full report for details):

- **Increasing recognition** The large multi-party pledges play an important role in spotlighting the importance of dedicated IP & LC resources & rights to safeguard the world's forests and protect biodiversity.
- **Forest focus (is there risk to other landscapes?)** Most global pledges have focused on climate change and have been announced and promoted at international

climate meetings. Naturally therefore, they focus heavily on investing in tropical forests given their important role in absorbing carbon dioxide. However, no such coalition of funders has been mobilised to take on a similar role in the broader biodiversity space looking at risks to other landscapes and biomes. Therefore, there is a risk that focusing funding so comprehensively to protect one type of landscape may put other types of biodiversity at greater risk. You can see also see ripples of this focus more broadly across philanthropic giving, e.g. MacArthur Foundation replacing their Conservation & Sustainable Development Program (which had a broad ecosystems and environmental focus) with a Climate Solutions program (with a narrower focus on limiting reduction of greenhouse gases).

- **Transparency (how much new money is flowing?)** The earliest and largest pledges were not for new funds nor pooled donor funding, and individual donors decide how they allocate and spend their contributions to these pledges. Many donors do not disclose information about their individual contributions, making it difficult to assess whether the availability of funds has genuinely increased as a result of these Pledges, or if funds have simply been redirected towards climate change



Ampliseed member field trip to the flooded forest in community-run Tingana Conservation Reserve, Peru, to discuss local enterprise © Bill Salazar



initiatives. Notably, funding commitments for many partners who have made their pledge amounts public do not appear to be significantly increased over previous years' spending. For example, the Protecting our Planet (POP) Challenge included pledges from the Rainforest Trust and Wyss Foundation (both of whom had already committed the \$500m included in the pledge). However, differences may be seen in the priorities funded, such as land tenure and forest communities, as well as increased efforts to reach communities more directly. The Glasgow pledge was the first to talk about 'new' money additional to that previously committed (\$400m). There is a risk that other donors see this space being 'claimed' by large funders and choose to put their money elsewhere, when in reality the funding has not increased as significantly as these large pledges imply.

- **Monitoring (the Three Card Monty game)** The lack of monitoring how the funds are spent leads to a possible double counting of disbursements due to an overlap between donor organisations and funders in these groups – e.g. In 2021, Bezos Earth Fund granted \$30.9m to support work of “organisations, including Nia Tero, \$5m to Rainforest Trust, and \$5m to Re:Wild” as part of its POP pledge – and it appears likely that

when these organisations disburse this \$40m, is then counted again as meeting their organisational pledge obligations under the POP Challenge.

- **Barriers to innovation** It is notable that very few donors in these fields accept unsolicited applications for funding, and this heavy reliance on internal networks to recommend new projects for funding means that a significant amount of funding continues to go to well-known, existing solution providers rather than smaller lesser-known innovative proposals.
- **BHP Foundation's pivot** towards funding Indigenous-led conservation appears to be meeting or even exceeding most of the key recommendations arising from the global pledge review. These include scaling up long-term strategic and flexible investments in IP & LC territories; strengthening institutional capacities; mapping the flow of funds from donors through intermediaries to IP organisations to identify strategic gateways for significant impact; and scaling up Indigenous-led funding.



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





## **EMBEDDING LEARNING AND AMPLIFYING INSIGHTS**

Ampliseed supports Projects and other stakeholders to build their expertise and engage with others. Activities included facilitating topic based working groups, convening events on nature markets and sustainable finance, a training series on communications and outreach, and convening in person to deepen learning on issues of common interest.

### **Communications Training Series**

Ampliseed convened a series of workshops with experts on how to build robust communication strategies that resonate with diverse audiences and drive meaningful action. Some of the key insights are highlighted below, and a full publication of the presentations and discussions with members is due in October 2024.

#### **Pitching Project Stories to the Media**

Joanne Gray, former Managing Editor of the Australian Financial Review, shared key strategies on effective media engagement for conservation practitioners that included understanding the purpose of seeking publicity; leveraging owned, paid, and earned media; and crafting stories that attract journalists by being surprising, new, and relevant. Building relationships with journalists before needing coverage is crucial, as is providing high-quality visuals and tying stories to current events.

#### **Communicating for Conservation Practitioners**

Drawing from her extensive experience in journalism and content generation, Chilean freelance journalist Sofia Beauchat highlighted a dual approach to engage freelancers – who appreciate receiving ample material; and editors – who act as gatekeepers, selecting the best content for their media outlets. Key challenges in environmental communication include the media’s preference for disaster stories and tangible results over processes and academic studies. Tailoring pitches to align with the specific interests of different media outlets, providing transparent and concrete evidence to counteract greenwashing, and collaborating with other organisations to present unified narratives are crucial strategies.

#### **Winning Hearts and Minds**

Pedro Tellis, an advocacy, civic engagement, and public policy expert from Brazil, provided a compelling analysis of the current communication landscape, particularly in the face of rising extremism and denialism. He emphasised the shift from traditional, centralised communication channels to decentralised, always-on ecosystems that extremists have mastered. Pedro highlighted the importance of understanding this shift to effectively counter misinformation and drive democratic engagement. Key strategies discussed include the need for targeted messaging, precision in communication, and creating relatable content that resonates with diverse audiences.



Kerenza from IDA exploring the forest canopy up close in a local reserve, San Martín, Peru © Bill Salazar



## Leveraging Social Media

Laura Boyd, a digital marketing and social media specialist from Canva, shared invaluable insights on effectively using social media to enhance organisational impact. Laura explained the distinct purposes of various social media platforms, such as Facebook for community updates, Instagram for visually appealing highlight reels, and TikTok for real, unpolished content that drives awareness. She talked about goal-setting, understanding 'the algorithm' and creating quality content that is inspiring, actionable, and community-centric.

## Working Groups & Other Strategic Support

### Working Groups, Online

We continued the exchange of member experiences and expert insights through holding 7 meetings of our Carbon & Biodiversity Markets, Monitoring & Evaluation, and Strategic Communications working groups throughout the year.

### Sustainable Financing & Nature Market Opportunities, Australia, Chile & Online

Several Ampliseed members have identified the importance of diversifying revenue streams and are considering the opportunities posed by participating and driving the development of nature markets. Following on from our work on this topic with Fundación Tierra Austral in June

2023, Pollination Foundation supported the Indigenous Desert Alliance in a workshop in September 2023 with its members on biodiversity and carbon credit markets. Both projects, along with Pollination Advisory, then presented back to Ampliseed with their joint findings, to allow us to facilitate a broader group discussion on how these opportunities may be relevant in other contexts.

### "Culture First" Indigenous Carbon Markets Expert Exchange, Peru

An exchange hosted by Pollination Foundation in partnership with Conservation International Peru (April 2024) provided an opportunity for the IP & LC members of Ampliseed from three member Projects (Alto Mayo, Boreal and Indigenous Desert Alliance) to further explore carbon market opportunities through this place-based experience (see Pollination Foundation report for more detail).

Link to the video

- [English version](#)
- [Spanish version](#)



Amanda from Nature United at the Nuwas Forest (women's forest), Peru where we discussed ecotourism and sustainable enterprise © Bill Salazar





## THOUGHT LEADERSHIP, ADVOCACY AND WEAVING A COMMUNITY OF PRACTICE TO SUPPORT IP & LCS

Ampliseed connects practitioners to enable them to be more effective and resilient, and ensure the wider conservation sector is supporting the rights and livelihoods of Indigenous Peoples and local communities. We share collective insights and learnings with external audiences so that others can take them on with confidence.

### Environmental Resilience Partners Workshop, Moyobamba, April 2024

The Environmental Resilience Partners Workshop, held in the Alto Mayo region of Moyobamba, Peru, brought together 18 participants from all seven projects. This gathering facilitated rich discussions and experiential learning through field trips, topic-based sessions, and collaborative activities.

## KEY INSIGHTS

### Workshop Structure

The five-day agenda included field trips to experience the Tajimat Pujut (living a 'good life') Project in the Alto Mayo landscape, offering a chance to understand the opportunities and issues faced by Awajún leaders, as well as Conservation International's more than a decade of investment into the Alto Mayo Project.

These trips were an opportunity to cross-pollinate ideas and project activities in a way that allowed participants to directly engage with different approaches in a new environment. In addition to the formal activity schedule, traveling together, sharing meals and walking to dinner sparked rich conversation, knowledge sharing and enduring connections between participants.

We also dedicated one full day to the following deep learning on topics of common interest across the Projects:



Ampliseed members learning about medicinal plants from the Awajun at the Alto Mayo project, Peru © Bill Salazar



## BY THE NUMBERS...

**18** Participants

**7** Projects

**5** Days

**4** Site visits

**4** Topic-based learning sessions

**1** 'Failfest' dinner<sup>1</sup>

## Impact Reporting

Led by Amy Armstrong, Resilient Reefs Initiative and Eddy Niesten, EcoAdvisors

- **Balancing Data and Storytelling** Participants highlighted the tension between collecting data for aggregation and ensuring local relevance. Emphasising the importance of storytelling, they noted that qualitative narratives often capture social changes better than traditional Key Performance Indicators (KPIs).
- **Building Trust** Effective impact reporting requires building trust among stakeholders, which allows for the collection of more authentic and comprehensive data.
- **Framework for Community Stories** There was a consensus on the need for a structured approach to capture and share community stories, ensuring equity in representation.



Ampliseed member field trip to the flooded forest in community-run Tingana Conservation Reserve, Peru, to discuss local enterprise © Bill Salazar

<sup>1</sup> A failfest is a gathering where participants share stories of failure, setbacks or challenges in a candid and informal way. The goal is to foster learning, growth and innovation by openly discussing mistakes and the lessons learned from them without judgement. This event had been requested by members.





## Sustainability and Transition Planning

Led by Diego Dourojeanni, Alto Mayo Project and Amanda Karst, Boreal Forest Initiative

- **Beyond Philanthropy** The discussions underscored the need to build local capacity for fundraising and grant writing, moving away from reliance solely on external funding.
- **Realistic Expectations** Participants acknowledged the challenges in expecting widespread entrepreneurial activities in communities. The focus should be on enhancing existing local enterprises rather than demanding new innovations.
- **Energy in Transitions** Transitioning to sustainable practices requires substantial energy and resources, necessitating continuous support throughout the process.

## Community-Based Fire Management

Led by Jonny Hodgetts and Kerenza Sunfly, Indigenous Desert Alliance, and Victoria Alonso and Henry Tepper, Fundación Tierra Austral

- **Cultural Practices** The workshop emphasised the importance of integrating traditional fire management practices, which are vital for maintaining ecosystem health in various regions.
- **Policy and Program Support** There is a need for improved government policies and programs that support community-based fire management practices.

## Communities of Practice

Led by Kirsty Galloway McLean and Ariadne Gorrington, Pollination Foundation

- **Facilitation for Connection** Participants recognised that the role of facilitators curating opportunities to connect has been crucial in building and sustaining connections across projects.
- **Scaling deep** Participants suggested the continuation of in-person events and online sessions to foster deeper relationships and knowledge sharing. There was support for a leadership program with diverse participants experiencing an in-person exchange and co-creating knowledge from the experience to share at a global event like the Biodiversity or Climate Conferences.
- **Scaling wide** Proposals included thoughtfully expanding membership and exploring new formats for engagement to maintain interest and participation in the network by linking online activities to 'juicy' topics that emerge from in-person events.

## Reflections

There was a strong sense of unity and a recognition of the similar challenges faced across diverse projects throughout the workshop. The sensory and cultural experience facilitated through a place-based exchange left a lasting impact, reinforcing the importance of investing in leadership development.



Kerenza and John from IDA sharing about community fire management practices © Bill Salazar



## LOCAL TO GLOBAL ADVOCACY

### Climate COP28, Dubai, December 2023

In December 2023, Ampliseed supported members to participate in the convening of the UN Framework to the Climate Change Convention (COP28). In preparation for the event, we organised a pre-planning session, bringing together representatives from the Indigenous Desert Alliance, CI Peru, LandScale, BHP Foundation and Pollination Foundation. This session provided valuable insights on what to expect at COP28 and shared essential tips for effective engagement and conference navigation.

During our time in Dubai, we were fortunate to have the support of students from the University of Miami, who provided daily updates on relevant side events and meeting agendas. Our members met regularly to check in, debrief, and strategise on how best to contribute to the conference's outcomes. With the help of new allies, we also facilitated participation in the formal meetings of Indigenous Peoples and local communities (IP & LC) at COP28.

Key themes raised by IP & LC representatives included:

- The recognition that while the world often seeks “new,” “better” and “modern” solutions, Indigenous Peoples have long-established, effective solutions refined over millennia.
- A call for adequate resources, including the establishment of Indigenous-governed funds to channel resources directly to place-based, IP & LC-led solutions.
- The demand for Indigenous knowledge to be properly recognised and credited, not misappropriated by Western institutions.
- The need to uphold Indigenous rights, particularly Free, Prior, and Informed Consent (FPIC), in relation to the mining of critical minerals essential for the global transition.

A highlight for our members at COP28 was an immersive local cultural food experience. We explored the Souks of Dubai, delving into the rich culture, food, and traditions of the region. This experience not only deepened our understanding of the local context but also provided a unique opportunity for our members to connect with each other in a meaningful way.



Ampliseed supported members to participate in the convening of the UN Framework to the Climate Change Convention (UNFCCC), COP28, Dubai 2023





## Private Land Conference (ALCA), Canberra, September 2023

The Australian Land Conservation Alliance (ALCA) convened the 2023 Private Land Conservation Conference to unite conservation practitioners, Aboriginal and Torres Strait Islander groups, landholders, businesses, and government.

Members of Pollination Foundation attended the conference to support BHP Foundation's role as the Aboriginal and Torres Strait Islander Engagement Strategy partner, and to share insights into the development of Ampliseed's community of practice. The conference also featured several presentations from the Indigenous Desert Alliance, a former member from the Resilient Reefs Initiative, and Victoria Alonso from Fundación Tierra Austral, who was invited as the keynote speaker.

Although we did not specifically organise Ampliseed participation in the ALCA Conference, it was inspiring to see members naturally come together to support each other during presentations, socialise, and share insights. This spontaneous collaboration underscores the enduring role of the network in nurturing strong, lasting connections among members.

Another key takeaway from the ALCA conference was the importance of creating a culturally safe meeting place for Indigenous Peoples to connect and engage, with the conference timing adjacent to Australia's Voice referendum.<sup>2</sup> Ensuring such environments are in place at these events is vital for fostering trust, mutual respect, and collaboration, enabling Indigenous voices to be heard and valued in cross sector conservation efforts.

<sup>2</sup> The 2023 Australian Indigenous Voice referendum was a constitutional referendum held on 14 October 2023 in which the proposed law to recognise the First Peoples of Australia by establishing a body known as the Aboriginal and Torres Strait Islander Voice was rejected.



Ampliseed members came together at the 2023 Private Land Conservation Conference, Canberra





## New York Climate Week, New York, September 2023

In September 2023, Pollination Foundation Co-CEO, Ariadne Goring, participated in New York Climate Week, to support strategic networking activities of BHP Foundation. Our presence allowed us to forge important connections with key stakeholders, laying the groundwork for partnerships that align with our future model. Our participation in events like these underscores Ampliseed's proactive approach to positioning the network within the global climate dialogue and ensuring our long-term impact.



Forging connection with stakeholders at New York Climate Week, 2023





# NETWORK STRATEGY AND FUTURE FOCUS

## OVERVIEW

Our annual strategy workshop provided an essential platform to reflect on Ampliseed’s progress and to envision the next phase, or “Ampliseed #2”. Discussions centred on expanding the network’s membership to include a broader array of IP & LC-led partners, developing the Ampliseed Leadership Academy, and establishing initiatives like the ‘Ampli’ Awards to celebrate outstanding contributions within the community. These strategies are designed to foster a more self-organised, innovative, and globally connected network.

Following the workshop, Ampliseed engaged Social Ventures Australia (SVA) to conduct a valuation of the network, and provide insights into the value Ampliseed delivers to its members and stakeholders. The SVA valuation confirmed that Ampliseed not only enhances leadership skills and builds strong networks but also significantly contributes to more effective and resilient conservation practices. These findings will play a pivotal role in guiding the implementation of the strategies outlined during the workshop, ensuring that Ampliseed continues to scale its impact and influence in the global conservation movement.



Lamas landscape, Rainforest Alliance © Giuseppe Cipriani

## MEMBER FEEDBACK

Ampliseed continues to adapt in response to member feedback. This year, suggestions for future activities from members included:

Reducing the number of online meetings:

- Response: inspiring stories, sharing strategies, targeted training, MERL (Monitoring, Evaluation, Research, and Learning), and communications working group meetings have been reduced. Sustainable finance and nature markets meetings have been retained, as these were identified by members as being the most impactful, and they have been opened to broader participation.

Increasing the focus on in-person meetings:

- Response: a side event at the Biodiversity COP16 is proposed, and an in-person knowledge exchange in 2025 will be explored.
- New activities that focus on collective leadership models will be included in the proposal for Ampliseed #2.

## SVA VALUATION

In 2024, we engaged social venture consulting firm SVA to conduct a valuation of the Ampliseed network. This exercise aimed to assess the value Ampliseed brings to its members and the BHP Foundation, and to inform our strategic direction for Ampliseed #2.

### Key Outcomes

- **Value for Members** The valuation confirmed that Ampliseed delivers significant and measurable value to its members, not only at the individual level but also for their organisations. Through Ampliseed, members have built strong networks, enhanced their leadership skills, gained practical knowledge, and felt inspired and motivated. These benefits are deeply interconnected, contributing to more effective and resilient conservation practices within their organisations.
- **Value for the BHP Foundation** Ampliseed has also created substantial value for the BHP Foundation, particularly by strengthening partnerships with grant recipients, and enhancing the Foundation's relationships within the conservation sector through Ampliseed's role as an independent intermediary. The program positively impacted the Foundation's brand, showcasing its commitment to supporting Indigenous Peoples and local communities in conservation efforts.



Poqui after the rain. © Fundación Tierra Austral





- **Amplified Impact Through Relationships**

The strong relationships formed within the Ampliseed network have amplified the overall outcomes for members, fostering a connected community of practice. This aspect, although challenging to quantify, has been a critical factor in the success of the network.

**Insights for Ampliseed #2**

The valuation provides a strong foundation for the next phase of Ampliseed’s evolution. The core activities that are driving measurable value include:

- In-person exchanges and workshops
- Global advocacy opportunities
- Virtual learning sessions
- Tailored advice and support
- Collating and amplifying insights across the sector

As we look to expand Ampliseed’s reach beyond

the BHP Foundation’s Environmental Resilience Program, several key questions emerge:

1. What are the most valuable activities to prioritise?
2. Who should be our target members?
3. Is there a self-sustaining funding/ business model to support our goals?
4. What operational model will be most effective?
5. How do we effectively market Ampliseed to new audiences?

Overall, the valuation underscores Ampliseed’s effectiveness as a unique and valuable network that not only meets the needs of its members but also significantly contributes to the broader conservation sector. As we move forward with Ampliseed #2, these insights will guide our efforts to scale the network’s impact on a global level.



Cross Project Exchange 2023 © Melinda Macleod



# CONCLUDING REMARKS

The background of the slide is a dark brown, textured surface. Overlaid on this are several thick, light beige wavy lines that meander across the page, creating a sense of movement and depth. The lines vary in thickness and curvature, some forming loops and others following a more linear path.



As we close another transformative year at Ampliseed, we reflect on the impact of our global learning and leadership network. Our collective efforts have not only strengthened connections among conservation practitioners but have also amplified the critical role IPs & LCs play in safeguarding our planet's future.

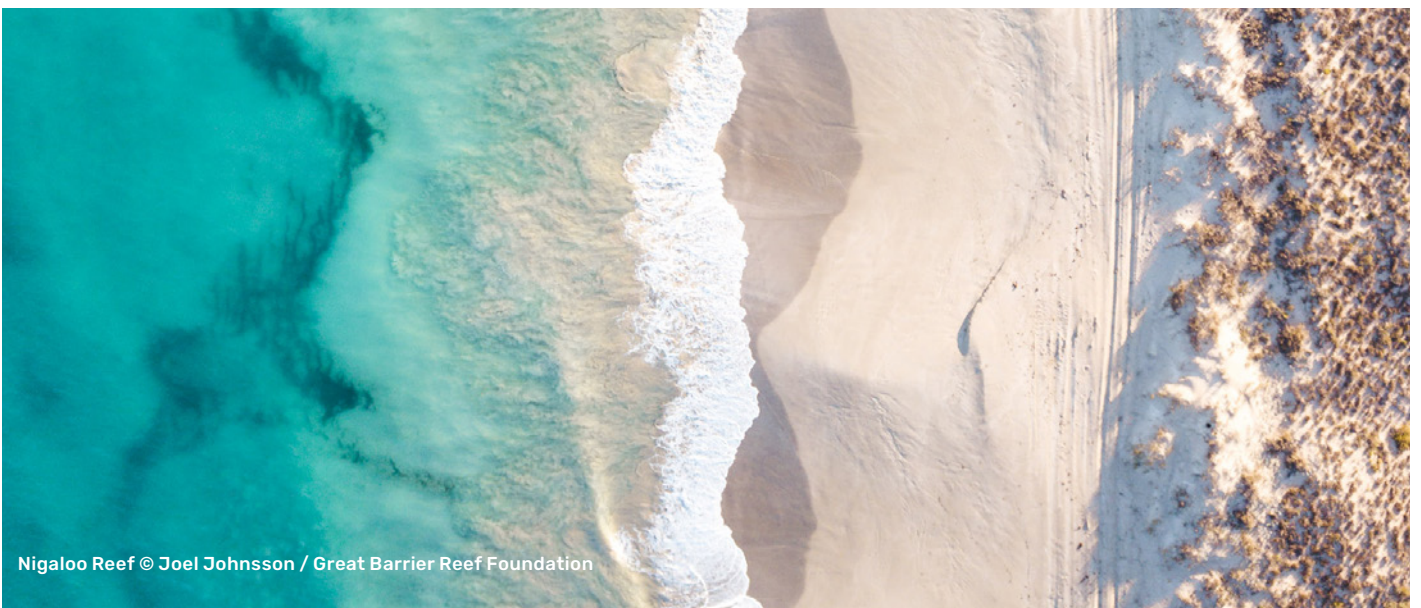
Our members have told us they particularly value the strategic networking opportunities, in-depth workshops, and robust support systems that Ampliseed offers. These elements have been crucial in fostering impactful collaborations and enhancing our community's capacity to effect change. Pollination Foundation continues to receive regular requests from other Indigenous and community-led initiatives to join Ampliseed, and member projects are increasingly interested in connecting to a broader range of partners.

Informed by this feedback and guided by insights from the recent valuation exercise, we are excited to embark on the next phase of our journey. We hope to establish the Ampliseed connection methodology and best practices as a globally recognised model, akin to how yoga practice

has spread worldwide. We envisioned this model as a central support system that interconnects with other support hubs, such as sustainable finance projects, project incubators, leadership initiatives, and story-sharing initiatives. First steps towards achieving this include capturing the impact of Ampliseed's model, and building a roadmap for others to implement the Ampliseed practice.

Looking ahead, we are energised by the opportunities to deepen our impact, expand our reach, and continue empowering communities to lead the way in conservation. The journey has only just begun, and together, we will continue to learn, share, and amplify solutions for a resilient and sustainable future.

Thank you for being part of this journey with Ampliseed. We look forward to what we can achieve together in the coming year.



Nigaloo Reef © Joel Johnsson / Great Barrier Reef Foundation

# APPENDIX:

## STRATEGY WORKSHOP – AMPLISEED #2

We held a strategy workshop with BHP Foundation and Pollination Foundation in January 2024 to outline a comprehensive vision for the future of Ampliseed. During the workshop we reflected on our assumptions and considered our future vision for Ampliseed #2. The proposed initiatives are intended to provide Ampliseed #2 participants with intensive leadership experiences, fostering a more self-organised community where individuals actively share ideas and innovations.

- **Broadening our Membership** Pollination Foundation continues to receive regular requests from other Indigenous and community-led initiatives to join Ampliseed, and member projects are increasingly interested in connecting to a broader range of partners. Moving forward, Ampliseed will continue to support Projects of the former Environmental Resilience Program, while also expanding its offerings to appeal to broader range of aligned partners that are supporting Indigenous and community-led nature-based solutions. A significant focus will also include developing a robust alumni network to ensure ongoing support for projects as they graduate from philanthropic support to more self-financing models.
- **Global Replication and Movement Building** Ampliseed aims to establish its connection methodology and best practices as a globally recognised model, akin to how yoga practice has spread worldwide. We envisioned the Ampliseed #2 model as a central support system that interconnects with other support hubs, such as sustainable finance projects, project incubators,

leadership initiatives, and story-sharing initiatives. First steps towards achieving this include capturing the impact of Ampliseed’s model, and building a roadmap for others to implement the Ampliseed practice.

- **Ampliseed Leadership Academy** A suite of activities that support Indigenous and collective leadership models will be a cornerstone of our strategy to cultivate a new generation of leaders deeply committed to high-integrity practices in nature markets. The Academy will offer an immersive place-based leadership program featuring peer-to-peer learning and deep-dive sessions co-hosted with communities in different countries. By fostering these leadership qualities, the Academy will support the development of a sustainable and resilient nature market pipeline, ensuring that Ampliseed continues to lead by example in the years to come.
- **Alumni and Mentorship Programs** A significant focus is on developing a robust alumni network and mentorship programs to ensure ongoing support for projects as they graduate from philanthropic support to more self-financing models. These initiatives will provide participants with intensive learning experiences, fostering a more self-organised community where individuals actively share ideas and innovations.
- **‘Ampli’ Awards** The introduction of the ‘Ampli’ Awards is being considered as a recognition mechanism to celebrate outstanding collective contributions in connection-building, and the sharing of lessons learned from challenges and failures. These awards are intended to inspire a culture of transparency, innovation, and collaboration.



Valdivia © Carolina Pino







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