Agenda

8:30 - 9:30 a.m. Registration and Breakfast - Fleet Room

9:30 - 9:45 a.m. Welcome - Firehouse

9:45 -10:30 a.m. Keynote Address:* Holding the Line is Losing: How Environmental Gain will Define the Next Era of Conservation - *Firehouse
Joe Whitworth *(2003 Kinship Fellow)*
President, The Freshwater Trust

Four decades of environmentalism have landed a long way from truly healthy rivers. The tools created by the first generation of environmentalists were built in direct response to industrial overreach. These pioneering efforts achieved great success over the last 40 years. But if we expect a functional planet forever, we just can't hold the line anymore. Today, "holding the line" means we are losing.

To make that shift, we must restore our natural systems faster than we degrade them, fundamentally changing how conservation works. We must create a market-based, "quantified conservation" future that lets us fully account for our actions and ensure results.

There have been many attempts to deal with this challenge at a meaningful scale, but one in particular – water quality trading – holds promise because it creates a durable lingua franca between the Environment and its once sworn enemy, the Economy. The two biggest forces in the biosphere can now do business together, not just fight.

10:30 - 11 a.m.* Can California Agriculture Be Part of the Solution to Climate Change by Relying Solely on Carbon Offsets? - *Firehouse
Kathy Viatella *(2001 Kinship Fellow)*
Managing Director of Programs, Sustainable Conservation

California agriculture produces 400 different crops and livestock products, provides more than half of the U.S. supply of fruits, vegetables and nuts, and leads the nation in dairy production. This productivity is threatened by climate change, and farmers are likely to experience reduced water supplies, altered weather patterns, and the spread of invasive species. While the industry looks for ways to adapt, some are promoting carbon offsets as a way to incentivize farmers and ranchers to adopt technologies and practices that can reduce greenhouse gas emissions. But experience at the farm level reveals that the climate benefits of different practices are difficult and costly to measure. So, what else can agriculture do? Kathy Viatella will present Sustainable Conservation's experience trying to find solutions to climate change that make economic sense.

***Quickfire Talks** (Choose one per round) - Building C*
11:15 - 11:40 a.m. Round 1
11:45 - 12:15 p.m. Round 2

- **Triple Bottom Line Evaluation Technique Using the San Francisco Sewer System Improvement as a Case Study - Building C, Room C205**
  Laura Pagano *(2008 Kinship Fellow)*, Regulatory Compliance Specialist,San Francisco Public Utilities Commission, Wastewater Enterprise, will discuss how the City and County of San Francisco is using a triple bottom line evaluation (one that considers environmental, social, and economic impacts) in undertaking a 25-year sewer system improvement program, the most significant overhaul of San Francisco's sewer system since the implementation of the Clean Water Act.

- **Innovations in Urban Conservation - Building C, Room C210**
  Sarah Charlop-Powers *(2009 Kinship Fellow)*, Vice President, Natural Areas Conservancy will discuss how the increase in urban populations, specifically in New York City, has resulted in a rise in urban conservation efforts. The newly formed Natural Areas Conservancy takes an innovative approach, grouping all of NYC's natural areas under a single

management entity. She will describe NYC's mitigation banking and tree restitution programs, among other creative conservation efforts.

- **Harnessing Local Pride to Establish Locally Based Payments for Ecosystem Services in Latin America - Building C, Room C220**

Rodrigo Martinez *(2009 Kinship Fellow)*, Project Coordinator, Rare Conservation, will discuss how social marketing has resulted in lasting conservation impacts. He will share an example of obstacles encountered while signing water agreements and creating a municipal water fund, and the key negotiating and social tools used to overcome them.

- **International Biodiversity Offsets for Sea Turtle Conservation - Building C, Room C235**

Cecilia Blasco *(2011 Kinship Fellow)*, Director, Marine and Coastal Conservation Program, Mexican Fund for the Conservation of Nature, will present an example of an international collaborative process involving a range of institutions, the application of biodiversity offset tools, and an example of an innovative mechanism for funding conservation activities and sustainable fisheries management.

12:15 - 1:00 p.m. Lunch Break - Fleet Room

1:15-1:45 p.m.* Payments for Environmental Services (PES): Do They Really Work? - *Firehouse

Nigel Asquith *(2005 Kinship Fellow)*
Director, Fundación Natura Bolivia

Despite large investments by many governments around the world, there remains little evidence that PES schemes actually work and even fewer data about the potential role of social norms in reducing the cost or improving the efficiency of PES. Learn how Fundación Natura Bolivia has developed more than 20 municipal-based PES schemes over the last seven years, how such small-scale reciprocal agreements for water compare with other PES schemes globally, and how Fundación Natura Bolivia is using a randomized control trial to measure impact of the intervention and see if PES really can work.

1:45 - 2:15 p.m.* Added-Value Pasture Beef Protects High Nature Value (HNV) Grassland - *Firehouse

Anna Jamieson *(2010 Kinship Fellow)*
National and International Coordinator for pasture beef projects, World Wildlife Fund (WWF) - Sweden

In some areas, undergrazing is as much of a problem for nature as overgrazing is in others. This is why pasture beef works. Producing beef, and other meat, on marginal grasslands instead of on grain and highly fertilized grass crops, frees valuable and fertile farm land to produce human feed stuffs such as beans and grains and other vegetables. It also lessens the water pollution that intensive farming practices often produce. So what does it take for a conservation added-value product to reach the consumers and change their consumption patterns?

2:30 - 3:30 p.m. Coffee Break and World Café - Fleet Room

Network and share experiences through informal, small roundtable discussions on wide-ranging environmental topics. Kinship Fellows will facilitate.

3:45 - 4:45 p.m. Panel Discussion:* Using Market Mechanisms to Support Sustainable Fisheries Management - *Firehouse

Kate Bonzon *(2003 Kinship Fellow)*
Director of the Catch Shares Program, Environmental Defense Fund

Eric Schwaab *(2003 Kinship Fellow)*
Assistant Administrator for Fisheries, National Oceanic and Atmospheric Administration (NOAA)

James Workman *(2005 Kinship Fellow)*
Consultant, Environmental Defense Fund

Kate, Eric, and James are all driven to make fisheries catch shares more effective, robust, acceptable and appealing. Spanning both the public and private sectors, panelists will share lessons learned from decades of experience in the U.S. and abroad. As the field looks forward, panelists will also discuss cutting-edge strategies to advance the long-term sustainability of living fish in streams and oceans, as well as the development of a global model for fisheries management.

4:45 - 5:30 p.m. Interactive Closing Remarks - Firehouse

Speakers

Nigel Asquith (2005 Kinship Fellow)
Director, Fundación Natura Bolivia

Nigel Asquith, Ph.D., is the Director of Strategy and Policy at the Santa Cruz-based Fundación Natura Bolivia, where his team set up 20 municipal PES water funds, which are annually supporting 600 families with $160,000 worth of alternative development projects, thus helping them to conserve 44,000 acres of biodiverse tropical forests. This model has been replicated and scaled up by other organizations in Peru, Colombia and Ecuador. From 2005-2008, Nigel directed the transition of the $17 million EcoFund Foundation from being a reactive small donor, to a strategic conservation investor in northern Ecuador. Nigel also has an extensive research program, most recently based out of Harvard's Kennedy School of Government, assessing the feasibility of market-based tools for environmental management. Nigel's technical expertise is in plant-animal relations in neotropical forests, ecosystem service valuation, policy analysis, and the impacts of the oil and gas sector on biodiversity, and he has also worked at the Smithsonian Institution, the Center for International Forestry Research, Conservation International, and the World Bank. Nigel's work is currently funded by USAID, the European Commission and the MacArthur Foundation, and he previously received grants from the Rockefeller Foundation, the Blue Moon Fund, and the UK's Department for International Development.

Cecilia Blasco (2011 Kinship Fellow)
Director, Marine and Coastal Conservation Program, Mexican Fund for the Conservation of Nature

Cecilia Blasco Hernández's primary responsibilities include increasing the amount of funding available for projects and ensuring that the funding channeled by the FMCN to projects on the ground is effectively applied. She is based in La Paz, Baja California Sur. Cecilia is originally from Argentina and lived in Kenya, Switzerland, and the USA before moving to Mexico. She obtained her BA in geography from Dartmouth College in 1998. She worked at the World Resources Institute on projects related to multilateral environmental agreements and the biosafety protocol before resuming her studies at the Yale School of Forestry and Environmental Studies where she obtained her master's degree in Environmental Science. She was assistant to the chair of the Scientific and Technical Advisory Panel to the Global Environment Facility before joining the FMCN in 2005 as coordinator of the Watershed Conservation Program. In 2009 she became director of the Marine and Coastal Conservation Program.

Kate Bonzon (2003 Kinship Fellow)
Director, Catch Shares Design Center, Environmental Defense Fund

Kate Bonzon leads EDF's cutting-edge research on catch share design, including the development of the first step-by-step guide for designing and implementing catch shares (Catch Share Design Manual), the most comprehensive database to date of catch shares worldwide, and a complete directory of resources on catch shares. Collaborating with policymakers, fishermen, fishery managers and other industry stakeholders, she is a leading pioneer in the policy development and advocacy of catch shares in the U.S. and internationally. She has presented on fisheries in dozens of countries worldwide and has trained hundreds of individuals on how to design and implement catch shares to meet their goals. She helped conceptualize, design, and capitalize the California Fisheries Fund which gives West Coast fishermen low-interest loans to facilitate their transition to sustainable fishing practices. Bonzon holds a master's degree (2002) in earth systems, concentration in marine conservation, and a bachelor's degree in human biology, concentration in global environmental ethics (2001), from Stanford University.

Sarah Charlop-Powers (2009 Kinship Fellow)
Vice President, Natural Areas Conservancy

Sarah Charlop-Powers brings a background in land use planning, economics, and environmental management to the task of growing a new public/private partnership. While working as a planner at Jonathan Rose Companies, she was the lead project manager for the creation of a new management

entity for the South Bronx Greenway. She worked for seven years as the parks manager for Scenic Hudson, where she managed 15 parks. She has also worked as a consultant for NYSERDA, the NYC DOT, and the Mohonk Preserve. She has an undergraduate degree in economics from Binghamton University and a master's in environmental management from the Yale School of Forestry and Environmental Studies.

Anna Jamieson (2010 Kinship Fellow)
National and International Coordinator for pasture beef projects
World Wildlife Fund (WWF) - Sweden

Anna Jamieson has a master's degree in agriculture/animal husbandry from the Swedish University of Agriculture Science and a second degree in education from Uppsala University. During her early career, she worked as a livestock advisor and project manager in the Swedish slaughter industry, working on quality assurance and production issues. She also worked for 10 years as an animal husbandry lecturer and has written the main Swedish textbook on beef production. For the last six years, she has served as WWF Sweden's National and International Coordinator for pasture beef projects. During this time, she has been instrumental in creating a specific Quality Assurance Scheme for pasture beef used in Sweden. She has also been working with pasture beef projects in Estonia and Russia and is part of the WWF International Livestock Team. In her role, she is very much involved with producers/farmers but also plays an important part in creating market awareness and market access for added-value beef. Two years ago, together with her husband, she founded Tumbo Adventures, an innovative eco-tourism and green care company.

Rodrigo Martinez (2009 Kinship Fellow)
Cohort Development Manager, Rare Conservation

Rodrigo Martinez started working for Rare in 2011 as Cohort Development Manager for the Latin America team. He holds a Bachelor of Business Administration from Universidad Javeriana in Colombia, and a master's degree in natural resource economics from The University of Queensland-Australia. Rodrigo has worked for the private sector, the Private Natural Reserves Network and the Ministry of Environment of Colombia. He has done consulting work for Fundación Natura, UNDP, Ramsar Secretariat, and WWF-US. At Javeriana University, he was a trade and environment researcher where he supported negotiations of the Free Trade Agreement of the Americas. He led the creation of the Sustainable Tourism Network of Colombia and coordinated the National Biotrade Watch within the Alexander von Humboldt Institute where he developed the markets information system and designed the technology transfer system. Prior to joining Rare, Rodrigo worked as an environmental economist leading the payments for ecosystem services initiative at the Organization of American States and supporting member States on the linkages between trade and environment.

Laura Pagano (2008 Kinship Fellow)
Regulatory Compliance Specialist,San Francisco Public Utilities Commission, Wastewater Enterprise

Laura Pagano manages wastewater regulatory compliance at the San Francisco Public Utilities Commission where she helps ensure that stormwater and wastewater are cleaned and appropriately treated before being discharged to receiving waters. Previously she was an oceans attorney for Natural Resources Defense Council in San Francisco, focusing on federal Pacific Coast groundfish fishery issues. Laura graduated from Cornell University and holds a J.D. from the University of Michigan Law School. She clerked for the Ninth Circuit Court of Appeals and worked for several years at the business consulting firm of McKinsey & Company. Laura also holds a master's degree in environmental planning from the University of California at Berkeley.

Eric Schwaab (2003 Kinship Fellow)
Assistant Administrator for Fisheries, National Oceanic and Atmospheric Administration (NOAA)

Eric C. Schwaab directs the National Marine Fisheries Service, the principal federal agency that protects and preserves the nation's living marine resources through scientific research, fisheries management, law enforcement, and habitat conservation. In addition to continuing to oversee the National Marine Fisheries Service, he is currently serving a broader Department of Commerce/NOAA role by performing the duties of the Assistant Secretary for Conservation and Management. He manages

NOAA's coastal and ocean programs, including coastal zone management, marine sanctuaries, national estuarine research reserves, and other coastal observation and conservation efforts. Eric has spent the majority of his career at the Maryland Department of Natural Resources, where he began as a natural resources police law enforcement officer in 1983. He eventually served as director of the Maryland Forest Service; director of the Maryland Forest, Wildlife and Heritage Service; and director of the Maryland Fisheries Service. In 2003, Eric left the Maryland Department of Natural Resources to serve as resource director for the Association of Fish and Wildlife Agencies until 2007. He then returned to the Maryland Department of Natural Resources as the deputy secretary.

Kathy Viatella (2001 Kinship Fellow)
Managing Director of Programs, Sustainable Conservation

Kathy manages the organization's programs to develop and implement lasting, balanced solutions to California's most pressing environmental problems. Prior to Sustainable Conservation, Kathy served as a Senior Project Director with The Nature Conservancy of California – where for five years she managed the San Diego project, a site that has influenced how The Conservancy works at the state, national and international levels. There she worked with public and private partners to develop and implement innovative strategies for conserving the most ecologically important Mediterranean-type habitats in the heavily populated landscape of Southern California and northern Baja California. Kathy began her conservation career as an economist with Environmental Defense Fund where she helped create landowner incentives for the conservation of natural resources, including rare plants and animals. She also worked on federal farm bill policy and assisted several states in developing Conservation Reserve Enhancement Programs that today have conserved more than a million acres of the nation's most sensitive farmland. Kathy holds a B.A. in International Development and Economics from Mount Holyoke College and an M.S. in Food and Resource Economics from the University of Florida.

Joe Whitworth (2003 Kinship Fellow)
President, The Freshwater Trust

Informed by his 20+ years of NGO work, Joe Whitworth has become focused on the next generation of conservation tools that can leverage technology and finance to accelerate the pace and scale of restoring freshwater ecosystems. A patented inventor, he was selected in 2011 as CEO of the Year of Oregon non-profits. Additionally, Joe is a Kinship Fellow, an American Leadership Forum Fellow and a Pivotal Leader. He was also founding board chair of the Council for Responsible Sport. He holds a J.D. from Lewis & Clark College, and an A.B. from Dartmouth College. When not exploring new water, Portland, Oregon, serves as home base for him and his family.

James Workman (2005 Kinship Fellow and former Kinship Trustee)
Consultant, Environmental Defense Fund

James Workman graduated cum laude in history from Yale and Oxford in 1990. As a prize-winning investigative journalist in Washington, DC, he was recruited as special assistant to U.S. Secretary of the Interior Bruce Babbitt, where he pioneered river restoration through national dam removals. Moving overseas as senior advisor to the World Commission on Dams under Nelson Mandela, James advised corporations, governments, and international NGOs on natural resource policy, valuation, mitigation, and adaptation. He has published dozens of articles and several books on how to unlock the true value of water, including the award-winning dramatic non-fiction narrative, "Heart of Dryness: How the Last Bushmen Can Help Us Endure the Coming Age of Permanent Drought." As catch shares gained traction in the U.S., James joined the EDF last month to scale up the fisheries model globally.